

B.B.A.-I / B.C.C.A. (CBCS Pattern) Semester-II
UCB2C03 / UBCCAT201 - English - Business Communication-II

P. Pages : 2

Time : Three Hours



GUG/W/24/10591

Max. Marks : 80

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- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

- 1.** Answer **any two** of the following questions in about 150 words each. **16**
- a) What do you mean by Formal communication? What are the merits of Formal communication?
 - b) Write a brief note on E-Business.
 - c) State the importance of verbal communication in oral communication.
 - d) Explain various situations in business work.
- 2.** Answer **any two** of the following questions in about 150 words each. **16**
- a) Discuss the nature and features of oral communication.
 - b) Discuss the nature of attitude. Explain the factors that shape attitude.
 - c) Write short note on body language.
 - d) What is SWOT analysis? Explain its process.
- 3.** a) Answer the following in about 50 words each.
- i) Explain different types of official circulars. **4**
- OR**
- Discuss the impact of technology on communication.
- ii) What is meant by check list for oral presentation? **4**
- OR**
- Draft an application letter for the post of General Manager in Sun Pharma Ltd. Mumbai.
- b) Answer the following in about 50 words each.
- i) State the importance of persuasive communication. **4**
- OR**
- What are the basic elements of SWOT analysis?

- ii) Draft an application letter for the post of Branch Manager in ABC Company, Mumbai.

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OR

Why candidates fail in Job Interview? Explain.

4. Answer **any eight** of the following questions.

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- a) What are the features of Grapevine communication?
- b) What is electronic communication? Explain its merits and demerits.
- c) What is the purpose of interview?
- d) State the importance of video conferencing.
- e) Write in short about Self-development and communication.
- f) What are the responsibilities of an Interviewer ?
- g) What should be the Contents of application letter?
- h) What is the role of visual aids in oral presentation?
- i) Functions of Grapevine communication.

5. a) Change the narration **any three**.

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- i) I said, "I am reading a book".
- ii) She said to me, "Trust me."
- iii) Dr. Vine said, "Sit down and don't talk".
- iv) The little girl said, "I have a pink frock".
- v) They said, "We love to play football".

- b) Do as directed.

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- i) John is as tall as Sam. (Comparative degree)
- ii) Platinum is the most expensive of all the metals. (Positive degree)
- iii) Very few students in the class are as diligent as Rina. (Superlative degree)
- iv) This pencil is not as sharp as the other. (Comparative degree)
- v) Sana is the most intelligent girl in the class. (Positive degree)

- c) Use the following phrases in the sentences of your own.

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- i) Down-to-earth
- ii) roam around
- iii) again and again
- iv) bring something back
- v) there and then.
