

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

P. Pages : 2

Time : Three Hours



GUG/S/23/10591

Max. Marks : 80

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1. Answer **any two** of the following questions in about 150 words each. **16**
- a) What is Formal Communication? What are merits & demerits of Formal Communication?
 - b) Write a note on E-Commerce and E-business.
 - c) State the importance of non-verbal communication in oral presentation.
 - d) What is oral presentation? State advantages & disadvantages of oral presentation.
2. Answer **any two** of the following questions in about 150 words each. **16**
- a) Discuss the nature of attitude. Explain the factors that shape attitude.
 - b) What is SWOT analysis? Explain how SWOT Analysis is done.
 - c) What is Resume? What are the contents of a good Resume?
 - d) What are the essentials of a good covering letter?
3. a) Answer the following in about 50 words each. **4**
- i) How did Grapevine come into existence?
OR
Discuss the impact of technology on communication.
 - ii) What is meant by check list for Oral Presentation? **4**
OR
What points should be considered while making an oral presentation?
- b) Answer the following questions in about 50 words each. **4**
- i) State the importance of persuasive communication.
OR
What are the basic elements of SWOT analysis?
 - ii) Draft an application letter for the post of Branch Manager in ABC Company, Mumbai. **4**
OR
Why candidates fail in Job Interview? Explain.
4. Answer **any eight** of the following questions. **16**
- a) What are the characteristics of Grapevine Communication?
 - b) Explain World Wide Web.

- c) What is the role of visual aids in oral presentation?
- d) State the importance of video conferencing.
- e) Write in short about Self development and communication.
- f) Define SWOT analysis.
- g) What should be the Contents of application letter?
- h) What is the purpose of Interview?
- i) What are the responsibilities of an Interviewer?
- j) Functions of Grapevine communication?

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

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- i) The man said, "Where do you live?"
- ii) The beggar said, "Please give me some food".
- iii) I said to my teacher, "I have completed my homework".
- iv) The teacher said to the student, "Obey the rules".
- v) The boy said, "I am innocent".

b) Do as directed.

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- i) Reena is as beautiful as Smita
(Change into comparative degree)
- ii) Amitabh Bachchan is one of the tallest actors in the Bollywood
(Change into positive degree)
- iii) No other boy in the class is so clever as Rahul
(Change into superlative degree)
- iv) Nagpur is as green as Pune.
(Change into comparative degree)
- v) Chandrapur is the most polluted City.
(Change into positive degree)

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

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- i) Ball is in your court
- ii) By hook or crook.
- iii) Down-to-earth.
- iv) Keep an eye on.
- v) As Cool as cucumber
