

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

P. Pages : 2

Time : Three Hours



**GUG/W/22/10591**

Max. Marks : 80

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1. Answer the following questions in about 150 words **any two**. **16**
- i) What are the types of Formal communication?
  - ii) Write a note on world wide web
  - iii) Discuss the advantages and disadvantages of oral presentation
  - iv) Discuss the role of Non – verbal communication in oral presentation.
2. Answer the following questions in about 150 words **any two**. **16**
- i) What are the types of attitude?
  - ii) Elaborate the basic elements of SWOT analysis.
  - iii) What are the contents of resume?
  - iv) Discuss the responsibilities of an interviewer.
3. a) Answer the following questions in about 50 words each.
- i) Write down the function of grapevine communication. **4**  
**OR**  
Write a note on Netiquette.
  - ii) How to use visual Aids in oral presentation effectively? **4**  
**OR**  
What are the disadvantages of oral presentation?
- b) Answer the following question in about 50 words each.
- i) What are the limitations of SWOT analysis? **4**  
**OR**  
Write a note on Persuasive communication.
  - ii) What are the essentials of a good covering letter? **4**  
**OR**  
Write down the purpose of interview.
4. Answer the following questions in a sentence or two **any eight** **16**
- i) Define Formal communication
  - ii) What is E – mail?
  - iii) What is Seminar?
  - iv) Define Attitude
  - v) Draw SWOT Model.
  - vi) What are the types of application letters.
  - vii) What is Resume?
  - viii) Define Interview
  - ix) What is E – commerce?
  - x) Draft a format of application letter.

5. a) Change the narration of the following **any three**. **6**
- i) He said to me, "I am ready"
  - ii) They said, "We can not live without oxygen".
  - iii) She said, "Madam, I have done homework".
  - iv) Mahadev said to me, "I had finished the coffee"
  - v) Rudra said to Riya, "Are you stupid?".
- b) Do as directed. **5**
- i) She is prettier than her sister. (Change into positive)
  - ii) The students think that mathematics is difficult subject. (Change to superlative degree)
  - iii) Giraffes are the tallest land animals.(Change in to positive degree.)
  - iv) Boys usually have short hair than girls. (Change into comparative degree)
  - v) Robin is not handsome (change to positive degree)
- c) Use the following Idioms / phrases in sentences of your own. **5**
- i) My favorite pastime
  - ii) Against all odds
  - iii) A Blessing in disguise
  - iv) Speak of the devil
  - v) The best of both worlds.

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