

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/25/10591**

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**
- i) What is communication? Explain the type of communication.
  - ii) Write a note on E-Commerce and E-business.
  - iii) State the importance of non-verbal communication.
  - iv) What is oral presentation? State advantages & disadvantages of oral presentation.
- 2.** Answer **any two** of the following questions in about 150 words each. **16**
- i) Define Attitude. Explain the factors that shape attitude.
  - ii) What is the basic component of SWOT analysis?
  - iii) What are the essentials of a good covering letter?
  - iv) Define Interview. Explain the purpose of interview.
- 3. A)** Answer the following in about 50 words each. Explain e-mail in detail. **4**
- i) Discuss Grapevine Communication with their function.
- OR**
- Discuss the Impact of Technology on Communication.
- ii) What is meant by paperless office? Explain. **4**
- OR**
- Write the checklist for oral presentation.
- B)** Answer the following questions in about 50 words each. **4**
- i) Explain the advantages of SWOT analysis.
- OR**
- What is Persuasive Communication?
- ii) What are the types of application letter? **4**
- OR**
- Discuss the contents of a resume.

4. Answer **any eight** of the following questions. 16
- i) Define formal Communication.
  - ii) What is Email.
  - iii) What is meant by conference?
  - iv) What is Oral Presentation?
  - v) Discuss Basic Elements of the SWOT Analysis.
  - vi) What is E-banking.
  - vii) Write Job Application.
  - viii) Write a note on creative resume.
  - ix) What is Video conferencing?
  - x) What are the responsibilities for an interviewer.
5. A) Change the narration **any three**. 6
- i) "I have been to Boston," she told me.
  - ii) "I am playing the guitar," she explained.
  - iii) She said, "Today's lesson is on presentations".
  - iv) She said to me, "Trust me"
  - v) Rohan said, "We were the champions".
- B) Read the following sentences and change them as directed. 5
- i) Amy is as brave as Penny. (Comparative degree)
  - ii) Gold is the most expensive of all the metals. (positive degree)
  - iii) Ramu is stronger than Shamu. (Positive degree)
  - iv) China has a higher population than India. (Positive degree).
  - v) Riya is the laziest girl in the class. (Positive degree).
- C) Write the meaning of phrases. 5
- 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.

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