

B.B.A. / B.C.C.A. CBCS Pattern Semester-I
UCB1C03 / UBCCAT101 - English (Business Communication)-I

P. Pages : 2

Time : Three Hours



GUG/S/24/10584

Max. Marks : 80

- 1.** Answer **any two** of the following questions in about 150 words each: **16**
- i) What is communication? Illustrate the verbal communication?
 - ii) Which are the different forms of communication? Discuss in detail.
 - iii) Write a note on non-verbal communication.
 - iv) Discuss in detail the barriers of communication.
- 2.** Answer **any two** of the following questions in about 150 words each. **16**
- i) Write a note on the importance of deciding purpose and analysing audience.
 - ii) Illustrate the process of formal written communication.
 - iii) What are the qualities of good writing? Discuss in detail.
 - iv) Write a note on organizing, selecting and arranging ideas in written communication.
- 3. a)** Answer **any two** of the following questions. **8**
- i) Write a letter to Laxmikant Book Depot, Sitaburdi, Nagpur enquiring about the availability of books for competitive examination.
 - ii) Write a letter of complaint to M/s Radhika & Sons Pvt. Ltd. Nagpur for supplying defective electrical objects.
 - iii) Write a letter of order for cricket kits to Chirag Sports, Mumbai as a sports teacher of model college, Bhandara.
 - iv) Write a letter of reply to the principal, arts and science college, Parel, Mumbai for your selection as an assistant professor in Hindi.
- b)** Find out the errors in given sentences and rewrite them. **8**
- i) I wish I am having a Bungalow
 - ii) He has cooked food yesterday.
 - iii) We usually go there on car
 - iv) The fields were full of Cattles.

4. Answer **any two** of the following questions in about 150 words. 16
- i) Write a note on principles of report writing.
 - ii) Summarise the important points to be kept in mind to give an effective presentation.
 - iii) Bring out the difference between academic report and business report.
 - iv) Write a short note on visual aids of presentation.

5. Answer **any eight** of the following questions. 16
- i) What is academic report?
 - ii) What is coherence in good writing?
 - iii) Define body language.
 - iv) Define letter of collection.
 - v) What is consciousness in written communication?
 - vi) What are the objectives of letter of enquiry?
 - vii) What is formal communication?
 - viii) What is a message?
 - ix) What is the importance of clarity in writing?
 - x) Define letter of execution?
