

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/24/10591**

Max. Marks : 80

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

- 1.** Answer **any two** questions in about 150 words. **16**
- i) Explain the types of formal communication. State merits and limitations of formal communication.
- ii) State the impact of Technology on communication. Discuss Internet in detail.
- iii) How will you prepare an oral presentation? State its advantages.
- iv) Discuss the role of non-verbal communication while doing presentations.
- 2.** Answer **any two** questions in about 150 words. **16**
- i) Define Attitude. Explain the factors that shape attitude.
- ii) What is SWOT analysis? State the scope, advantages and limitations of SWOT model.
- iii) Explain the format and contents of an application letter.
- iv) What is the purpose of interview? Why do candidates fail in a Job Interview?
- 3.** Answer in about 50 words each.
- a) i) Write merits and limitations of grapevine. **4**  
**OR**  
Explain the concept of paperless office.
- ii) Discuss the role of visual Aids in making effective presentation. **4**  
**OR**  
What is the check list for oral presentation.
- b) i) How is SWOT analysis done? **4**  
**OR**  
What is persuasive communication.
- ii) What are the essentials of a good covering letter? **4**  
**OR**  
State the contents of a Resume.

4. Answer **any eight** questions. 16
- i) State the characteristics of Grapevine communication.
  - ii) What do you mean by World Wide Web?
  - iii) What is conference?
  - iv) What are the types of attitudes?
  - v) What is SWOT Analysis?
  - vi) State the essential features of a good resume.
  - vii) Define Interview.
  - viii) What is Video conferencing?
  - ix) Explain E-commerce.
  - x) What are the responsibilities of an Interviewer?
5. a) Change the Narration **any three**. 6
- i) You said to Samrat, “You are a smart boy”
  - ii) Rohan said, “We were the champions”.
  - iii) She said “I will crack the exam in my very first attempt”.
  - iv) He said to me, “Trust me”.
  - v) Dr. Fox said, ‘Sit down and don’t talk”.
- b) Read the following sentences and change them as directed. 5
- i) Gold is the most expensive of all the metals. (comparative degree)
  - ii) Indore is the cleanest city in India. (Positive degree)
  - iii) Shila is as brave as Lila. (Comparative degree)
  - iv) Akbar was one of the Greater Kings of India. (Positive degree)
  - v) This is the longest book I have read. (Identify the degree of comparison).
- c) Write the meaning of phrases. 5
- i) To get the ball rolling
  - ii) To be on cloud nine
  - iii) Sleep like a log
  - iv) Living hand to mouth
  - v) Kicking myself.

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