

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

P. Pages : 2

Time : Three Hours



GUG/W/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 Grapevine Communication? What are the characteristics of Grapevine Communication?
 - b) Write a note on the different types of computer network.
 - c) What care do you need to take while using visual aids in oral presentation?
 - d) How will you prepare yourself for an oral presentation?
- 2.** Answer **any two** of the following questions in about 150 words each. **16**
- a) Discuss the characteristics of effective persuasive message.
 - b) What are the basic elements of the SWOT analysis? Explain how SWOT Analysis is done for organization.
 - c) Explain the characteristic features of the complete-block format and the semi-block format.
 - d) What are the desirable qualities in an interviewee?
- 3. A)** Answer the following questions in about 50 words each.
- i) Write a note on functions of grapevine communication. **4**
- OR**
- What is meant by paperless office? Explain.
- ii) What aspects of non-verbal communication should be kept in mind while presenting? **4**
- OR**
- Explain the role of visual aids in oral presentation.
- B)** Answer the following questions in about 50 words each.
- i) What is self-development? Explain its significance and discuss its objectives. **4**
- OR**
- What are the advantages and limitations of the SWOT model?
- ii) Write essential aspects of good covering letter. **4**
- OR**
- What is the role of interviewer before interview?

4. Answer **any eight** of the following questions. 16
- a) What is Informal communication?
 - b) Write a brief note on netiquette.
 - c) What is duplication technology.
 - d) What is meant by conference?
 - e) What is meant by the term attitude?
 - f) How to do a SWOT analysis for yourself?
 - g) Why checklist is important for oral presentation?
 - h) What is social and peer influences?
 - i) Write a note on creative resume.
 - j) What are the responsibilities of an interviewer?
5. A) Change the narration **any three**. 6
- i) The man said to the officer, "Please help me."
 - ii) My brother said, "I can climb this hill in less than an hour".
 - iii) "Could you play on the organ?" asked the master.
 - iv) "I'm waiting for Vaishnavi", She Said.
 - v) Nirmay said, "Will you come to the party?"
- B) Do as directed: 5
- i) This rope is stronger than that rope (Change into Positive degree)
 - ii) The elephant is the largest land animal. (Change into Comparative degree)
 - iii) He is as intelligent as Ram. (Change into Comparative degree)
 - iv) Chandrapur is one of the hottest cities in vidarbha region. (Change into positive degree)
 - v) Aamir Khan is not so tall as Amitabh Bachchan. (Change into comparative degree)
- C) Use the following phrases in the sentences of your own. 5
- i) Spill the beans.
 - ii) Speak of the devil.
 - iii) Walking on the beach.
 - iv) With long golden hair
 - v) Love of my life.
