

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

P. Pages : 2

Time : Three Hours



GUG/W/23/10584

Max. Marks : 80

1. Answer **any two** of the following questions in about 150 words each: **16**
- a) Define communication. Illustrate barriers of communication.
 - b) Write a note on basic type of communication.
 - c) Write a short note on process of communication.
 - d) Discuss in brief the forms of communication.
2. Answer **any two** of the following questions in about 150 words each. **16**
- i) Illustrate in detail the process of formal written communication.
 - ii) Write a short note on designing a message. Illustrate organizing, selecting and arranging ideas.
 - iii) Define good writing. Illustrate qualities of good writing.
 - iv) Write a note on deciding purpose and analyzing audience.
3. a) Answer **any two** of the following questions. **8**
- i) Write a letter of enquiry to Padma book store, Nagpur, asking him to send 100 copies of general knowledge books- 2015 for your study circle.
 - ii) Write a letter of order to S. Chand and company Ltd. Paharganj, New Delhi -110056 for books of English- business communication.
 - iii) Write a letter of complaint to the proprietor of Akash refrigerator, Nagpur against faulty piece of refrigerator sent by him to you.
 - iv) Write a collection letter to the manager of stationary manufacturing company Ram publishing House, New Delhi for delay of payment of Rs. 40,000/-
- b) Find out the errors in given sentences and rewrite them. **8**
- i) I'm thinking to change my job.
 - ii) My Parents wanted that I study.
 - iii) It is more cold today.
 - iv) I shall phone you when I will arrive.

4. Answer **any two** of the following questions in about 150 words each. **16**
- i) Illustrate in detail the structure of report.
 - ii) Write a short note on various types of report writing.
 - iii) Explain in short the presentation of report.
 - iv) Explain in short appearance, facial expressions, eye contact and today language in the contextual presentation.

5. Answer **any eight** of the following questions. **16**
- i) What is non- verbal communication?
 - ii) What is clarity in good writing?
 - iii) What is coherence?
 - iv) What is the objective of complaint letter?
 - v) What are the objectives of letter of enquiry?
 - vi) What is consciousness in good writing?
 - vii) What is correctness in good writing?
 - viii) State two means of presentation.
 - ix) What is listening?
 - x) What do you mean by analyzing audience?
