

SUBJECT : BUSINESS ENGLISH – COMMUNICATION  
(COMMON FOR BBA (BPS))

Day : Monday  
Date : 15/04/2019

Time: 10.00 AM TO 01.00 PM  
Max. Marks: 60

S-2019-1935

**N.B.:**

- 1) Attempt **ANY THREE** questions from Section – I and attempt **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in the **SAME** answer books.
- 3) Figures to the right indicate **FULL** marks.

**SECTION – I**

- Q.1** With reference to the concept and nature of communication, explain the following: [12]
- a) Channels of communication
  - b) Barriers to communication
- Q.2** a) List down the guidelines for a preparing a speech. [06]
- b) Verbal conversation exercises. [06]
- Q.3** Tapping into your understanding of non-verbal communication, explain the following:
- a) Non-verbal aspects of written communication. [06]
  - b) Significance of Body Language. [06]
- Q.4** “Communication- to serve the purpose, must be effective”. Explain how, by highlighting the 7C’s of communication. [12]
- Q.5** Write short notes on **ANY THREE** of the following: [12]
- a) Essentials of effective oral communication
  - b) Para Language
  - c) Overcoming barriers to improve listening
  - d) Tactful use of language

**SECTION – II**

- Q.6** As a student of ‘Business Management’, prepare a draft plan for a presentation you are required to make on the “Awareness of youth on the adverse effects of Narcotic Drugs”. Make suitable assumptions as to the demographics (data). [12]
- Q.7** Your letter to the dealer of a computer firm complaining about lack of after-sales service has been ignored by him. Escalate (raise) your complaint to the manufacturer complaining against the dealer. [12]
- Q.8** In connection with the launch of a new product for your company, you are required to structure a marketing campaign. Write a letter of enquiry to an Advertisement Agency, making necessary assumptions. [12]