

S.D.E.

B.B.A. SEM-I (CBCS - 2018 COURSE) : SUMMER - 2019

SUBJECT : BUSINESS ENGLISH - COMMUNICATION

Day :
Date : Thursday
02/05/2019

S-2019-4877

Time : 02.00 PM TO 05.00 PM
Max. marks : 70

N.B.

- 1) Attempt **ANY FOUR** question from Section – I and **ANY TWO** questions from Section - II.
 - 2) Figures to the **RIGHT** indicate **FULL** marks.
 - 3) Answer to both the sections should be written in **SAME** answer books.
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SECTION - I

- Q.1** What are the various barriers to an effective communication and suggest precautions to be taken to overcome these barriers? **(10)**
- Q.2** Highlight strategies for good conversation by your sales personnel. **(10)**
- Q.3** Suggest few exercises for improving listening skills. **(10)**
- Q.4** What are the qualities which are must to become a skillful presenter? **(10)**
- Q.5** It has been reported that most of your manager lacks reading skills. Explain as to how you will improve their reading skills. **(10)**
- Q.6** Write short note on **ANY TWO** of the following. **(10)**
- a) Guidelines for preparing a speech
 - b) Exercises for improvement of verbal communications
 - c) Visual aids

SECTION - II

- Q.7** Prepare a letter, on behalf of a management institute for supplying uniforms to newly admitted student, assume details. **(15)**
- Q.8** Prepare guidelines to departmental managers for presenting their achievements for the year and their budget for next year. **(15)**
- Q.9** The motorcycle buyer did not service his vehicle as per the sale terms and has complained about problems in his motorcycle. Prepare letter to the buyer stating tactfully as to, why you cannot entertain his claim. **(15)**

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