

S.D.E.
B.B.A. (2006 Course) Sem- IV : SUMMER - 2019
SUBJECT: ENGLISH LANGUAGE- IV

Day : Tuesday
Date : 21/05/2019

S-2019-4912

Time : 10.00 AM TO 1.00 PM
Max. Marks: 80

N.B.

- 1) Attempt **ANY FIVE** questions from Section-I and **ANY TWO** questions from Section-II
- 2) Answer to both the sections should be written in **SAME** Answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION-I

- Q.1** What are the unwritten rules for striking conversations, especially when you wish to elicit information? (10)
- Q.2** Explain the purposes of memos, notices and circulars. (10)
- Q.3** Place an order (through e-mail) for computers that you require in your office. (10)
- Q.4** List down any ten "Dos and Don'ts" for making presentations before an international corporate audience. (10)
- Q.5** What do you understand by "negotiation"? Explain the various international styles of negotiation. (10)
- Q.6** Write a detailed report on the recently concluded "Alumni Meet" in your Institute. (10)
- Q.7** Write short note on : (**ANY TWO**) (10)
- a) List of punctuation marks and their meaning
 - b) Importance of summary writing
 - c) Editing skills in international trade

SECTION-II

- Q.8** In your capacity as a copy- writer, compose a suitable jingle (advertisement) that will be aired on Radio. You may choose the product or service. (15)
- Q.9** APEX Distributors have placed an order with your Advertisement Agency for purchase of certain advertisement films produced by you. You had promised to deliver the films by a certain date but now cannot do so. Convey your regret by writing a mail to the company. Make suitable assumptions. (15)
- Q.10** List down ten open- ended questions pertaining to purchase of landed property, on behalf of your partnership firm. These questions must be sent across through an e- mail to the owner of the property. You are required to draft accordingly. (15)

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