

S.D.E.
B.B.A. (2006 COURSE) SEM- IV : SUMMER - 2018
SUBJECT : ENGLISH LANGUAGE – IV

Day : **Saturday**
Date : **09/06/2018**

S-2018-4308

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

N.B.

- 1) Attempt any **FIVE** Section – I and any **TWO** from Section – II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in the **SEPARATE** answer books.
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SECTION - I

- Q.1** Distinguish between open and close ended questions with suitable examples. **(10)**
- Q.2** Explain use of email in business communication. **(10)**
- Q.3** What is a Business report? Explain the structure of a good report. **(10)**
- Q.4** What are the steps involved in business negotiation? **(10)**
- Q.5** Explain the documents required in importing the goods. Explain how you would prepare them. **(10)**
- Q.6** Write Short Notes on any two. **(10)**
- a) Editing skills
 - b) Meeting minutes
 - c) Circulars.

SECTION - II

- Q.7** There was a minor fire in the office building of your company. As an administrative officer of your company you have been asked to prepare a report giving your recommendations to prevent fire in future. Prepare a report. **(15)**
- Q.8** Assuming as a manager of your firm, write a memo to an employee giving him a warning for his misbehaviour on the job. **(15)**
- Q.9** Pure Food Ltd. has shifted its office to a new and bigger premise in the city. Draft a circular announcing the change for its customers. **(15)**

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