

S.D.E.

**B.B.A. SEM. – I (CBCS - 2018 COURSE) : WINTER 2018**  
**SUBJECT : BUSINESS ENGLISH - COMMUNICATION**

**Day** : Wednesday  
**Date** : 28/11/2018

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

W-2018-4434

**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 **SEPARATE** answer books.

**SECTION - I**

- Q.1** Define communication and explain how to overcome barriers to communication. (10)
- Q.2** What are the essentials of verbal communications? (10)
- Q.3** State the importance and use of non-verbal communication. (10)
- Q.4** State the meaning and importance of listening skills. (10)
- Q.5** Describe strategies for good conversation. (10)
- Q.6** Write short note on **ANY TWO** of the following. (10)
  - a) Channels of communication
  - b) Body language
  - c) Steps for better reading

**SECTION - II**

- Q.7** Prepare a job application for a job, assumes details. (15)
- Q.8** Prepare a note to department heads on how to plan a presentation? (15)
- Q.9** Prepare a letter to your customer who has complained about defects observed by him in your product, presume necessary details. (15)

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