

**S.D.E.**

**B.B.A. (2006 Course) Sem- IV : WINTER - 2018**

**SUBJECT: ENGLISH LANGUAGE- IV**

Day : Thursday  
Date : 13/12/2018

**W-2018-4465**

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 **SEPARATE** answer books.
  - 3) Figures to the right indicate **FULL** marks.
- 

**SECTION-I**

- Q.1** Discuss the components of electronic mail and the art of effective mailing. (10)
- Q.2** Draft a memo to Ms. Aruna Shah for her frequent late coming at the work place. (10)
- Q.3** State the importance of effective negotiation skills in selling. (10)
- Q.4** What are the essentials of delivering an impressive presentation before an international audience? (10)
- Q.5** You are in requirement of twelve air conditioners for your new office. Ask quotations for the same from different suppliers, through e-mail. (10)
- Q.6** Prepare a letter addressed to the Corporator of your ward citing the problem of noise pollution due to the local Ganapati Mandals. (10)
- Q.7** Write short note on : (**ANY TWO**) (10)
- a) Importance of acknowledging receipt
  - b) Rules of summary writing
  - c) Any five styles of negotiation ( international)

**SECTION-II**

- Q.8** As a member of the organizing committee, write a report on the 'Marketing Meet' recently conducted by your Institute. (15)
- Q.9** Prepare the format of any one document pertaining to Import- Export trade communication, by assuming facts and figures. (15)
- Q.10** You are about to open a new restaurant. Design an advertisement to be printed as fliers and distributed in the nearby locality. (15)

\* \* \*