

S.D.E.
B.B.A. (2006 COURSE) SEM- IV : WINTER - 2017
SUBJECT: ENGLISH LANGUAGE - IV

Day: **Thursday**
Date: **28/12/2017**

W-2017-4117

Time: **02.00 PM TO 05.00 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 **SECTION** should be written in **SEPARATE** answer books.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION - I

- Q.1** What is email? Discuss the email etiquettes with suitable examples. **(10)**
- Q.2** State the essential elements of business letter. **(10)**
- Q.3** "Purchase letters are to be carefully drafted" - What will you ensure while placing order? **(10)**
- Q.4** Explain the difference between a memo and a letter with suitable examples? **(10)**
- Q.5** Describe in detail, the skills required for international style of negotiations. **(10)**
- Q.6** Write short notes on **ANY TWO** of the following: **(10)**
- a) Editing skills
 - b) Striking conversation
 - c) Asking questions for eliciting information

SECTION - II

- Q.7** A small fire accident took place on the shop-floor damaging some raw materials and has caused injury to Mr. Anand, a Machine Operator. Prepare report for your General Manager. **(15)**
- Q.8** Prepare a letter to your esteemed customer apologizing for the delay in delivering machines. The delay is mainly caused by continuous strike by workers for eight days. (Assume the necessary details on your own) **(15)**
- Q.9** Describe the essential features for making impressive presentations of your product in FMCG category. **(15)**

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