

BACHELOR OF ARTS (COMMERCIAL PHOTOGRAPHY)
B.A. (COMMERCIAL PHOTOGRAPHY) Sem-IV : WINTER :- 2021
SUBJECT: ENGLISH - BUSINESS APPLICATIONS

Day : Friday
Date 11/2/2022

W-20851-2021

Time : 02:00 PM-04:30 PM
Max. Marks: 100

N. B. :

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.

Q. 1 Answer in short: **(15)**

- a) What is the first major barrier to communication?
- b) What is a reprimand?
- c) When should one respond to a letter?
- d) What is meant by a memo?
- e) What is a forceful mean of communication which demands immediate action?

Q. 2 Answer in brief: **(30)**

- a) What are the consequences of contacting someone constantly?
- b) State at least 3 factors of Business emails. Explain.
- c) Describe 'downward communication'.
- d) When does a 'semantic problem' arise?
- e) Physiological barriers describe.

Q. 3 Answer the following question: **(30)**

Scenario : A crime scene at an open / public place in a city.

- a) Write a report on the same.

OR

- b) An interview of the eyewitness.

Q. 4 Write a letter or an email: **(25)**

To a modelling agency convincing them to hire you as a photographer.

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