

F.Y. B.C.C.A. / B.B.A. (with Credits)-Regular-Semester 2012 Sem I
0204 / 0190 - English (Business Communication)-I

P. Pages : 2

Time : Three Hours



GUG/W/16/2919

Max. Marks : 80

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1. Answer **any two** of the following questions in about 150 words each. **16**
- a) What is communication? Bring out the importance of communication skills.
 - b) Write a note on the communication process.
 - c) Write a note on the ways in overcoming the barriers of communication.
 - d) Write a detailed note on the basic types of communication.
2. Answer **any two** of the following questions in about 150 words each. **16**
- i) Write a note on deciding purpose and analyzing audience in the process of formal written communication.
 - ii) Bring out the difference between designing a message and developing a message.
 - iii) What are the qualities of good writing? Explain in detail.
 - iv) Write a note on arranging ideas & preparing outlines in formal written communication?
3. A) Answer **any two** of the following questions. **8**
- a) Write a letter of enquiry to Modern Book Shop, Amravati asking the availability of books for competitive examination.
 - b) Write a letter of reply as a head of the sports shop to the principal, Model College, Nanded along with the details of available sports kit and price list.
 - c) Write a letter to New India Electronics, Raipur ordering various electronic items.
 - d) Write a letter of complaint to the general manager, Central Railway, claiming for the compensation of damaged goods you received.
- B) Find out the errors in given sentences and rewrite them. **8**
- i) The prize was given to the girls, whom, they said stood first.
 - ii) Either of the five men will do your work successfully.
 - iii) Richa is very shorter than her sister.
 - iv) You are right absolutely.

4. Answer **any two** of the following questions in about 150 words.

16

- a) What are the various types of reports? Explain.
- b) Write a note on the structure of report.
- c) Bring out the importance of report writing.
- d) Write a note on the presentation of report.

5. Answer **any eight** of the following questions.

16

- i) What is coherence?
- ii) Define consciousness in written communication.
- iii) What is oral communication?
- iv) What is verbal communication?
- v) What is a message?
- vi) What is the objective of the letter of enquiry?
- vii) What is a letter of reply?
- viii) What is good listening?
- ix) What do you mean by clarity in written communication?
- x) What is preposition?
