

B.B.A. / B.C.C.A. Sem-I (Old Course)  
**190 / 0204 - English (Business Communication)-I**

P. Pages : 2

Time : Three Hours



**GUG/S/19/776**

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? Write an importance of communication skills.
  - b) Which are different forms of communication? Explain
  - c) How does language act as a barrier to communication?
  - d) Give any two definitions of communication and comment on them.
2. Answer **any two** of the following questions in about 150 words each: **16**
- i) What are the qualities of good writing? Discuss in detail.
  - ii) What role does written communication play in our daily life?
  - iii) Write a note on deciding purpose and analyzing audience in the process of formal written communication.
  - iv) Write a note on organizing, selecting and arranging ideas in the process of formal written communication.
3. A) Answer **any two** of the following questions. **8**
- a) Write a letter to smart furniture mart, Great Naaz Road, Nagpur 440020 to enquire regarding the order of 100 foam chairs placed by you.
  - b) You are the librarian of your college. Write a letter of complaint to central Book stall, Sitabuldi, Nagpur for not sending complete order as placed by you.
  - c) Place an order of Samsung mobile phone (20 nos) & Samsung LED (10 nos) to modern Electronics Pune for Mayur Trading, Chandrapur
  - d) Draft a reply letter to your customer for supplying T-shirts according to his demand.
- B) Find out the errors in given sentences and rewrite them. **8**
- i) John has received an interview call letter yesterday.
  - ii) My father go for walk every day.
  - iii) We meet the prime minister yesterday
  - iv) I am reading this book for eight hours.

4. Answer **any two** of the following questions in about 150 words each. **16**
- a) What is report? What are the types of report?
  - b) Write a note on the structure of report.
  - c) What is the importance of report writing in our life?
  - d) Write a note on the ways of presentation of report.

5. Answer **any eight** of the following questions. **16**
- i) What is non-verbal communication?
  - ii) What are the different types of listening skills?
  - iii) Write five qualities of good writing.
  - iv) What is an importance of correctness in writing?
  - v) How can we develop message?
  - vi) What is Report writing?
  - vii) Define written communication.
  - viii) How can we overcome the barrier of communication?
  - ix) Define letter of collection.
  - x) Write a general format of Business letter.

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