

2202M025

BACHELOR OF BUSINESS ADMINISTRATION
Retail Management
Subject: English Language & Business Communication
Subject Code: ENG-503
Semester: First
February 2022
Theory (External): 70 Marks
Time: 03 Hours

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number									

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SECTION -A (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

- A. What are social media profiles?
- B. What is the meaning of Communication?
- C. What are the types of listening?
- D. What do you mean by Assertive behaviour?
- E. Why do you think good presentation skills are in demand in any good growing organization?
- F. Why is communication so important in a multicultural world?
- G. Why do we need to understand cultural diversity?
- H. Briefly explain the types of letters.
- I. What are memos and explain their importance?
- J. What are e-mail etiquettes?

SECTION -B (ESSAY TYPE QUESTIONS)
(5x10=50 Marks)

- 1) Explain the process of Communication. What are the principles of effective Communication?
- 2) Explain the process and types of listening. What are the deterrents to listening?
- 3) What is an agenda and minutes? How do you prepare an agenda?
- 4) Draft a notice for your college notice board intimating the change in exam timings due to non-availability of public transport because of Covid-19 pandemic.
- 5) What are the barriers to cross-cultural communication and strategies to overcome them?
- 6) What are the prerequisites of effective presentation? What are the types and basics of negotiations?
- 7) What is the process of interview and explain its types? Highlight some effective ways of performing well in interviews
- 8) Prepare a resume for the post of college professor in English. Mention required experience and references.

==END OF PAPER==