

2112M069

BACHELOR OF BUSINESS ADMINISTRATION
Retail Management
Subject: English Language & Business Communication
Subject Code: ENG-503
Semester: First
December 2021
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									

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

- A. How are verbal and non-verbal communication related? Give some examples where both these forms of communication are used.
- B. How does noise act as a deterrent in the listening process?
- C. Mention any two dos and don'ts of team presentations.
- D. What is accommodating negotiation? Give an example.
- E. What is the purpose of inter-cultural communication?
- F. Explain the psychological barriers to cross-culture communication.
- G. List the differences between heading and inside address in a business letter.
- H. Due to the pandemic, the government has directed all the retail stores to follow the safety guidelines. Draft a notice for the employees informing them of the guidelines. Assume necessary details.
- I. What is stress interview?
- J. In your opinion, what are the things you should never post on the social media?

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

1. Illustrate the communication process with the help of a communication cycle. Mention the principles of effective communication.
2. 'Conversation can always set things right.' Justify. How has technology affected the style of presentations?
3. What are the basics of negotiation? How does assertive behaviour help in negotiation?
4. How does business communication vary in different cultures? How can we overcome the barriers to cross cultural communication?
5. a. Bring out the differences between a memo and a circular.
b. Write a letter to Zedcom Technologies, complaining about non-payment of dues even after sending a reminder. Assume necessary details.
6. Write short notes on:
 - a. Minutes of the meeting
 - b. Developing cultural competency
7. Your friend has been short listed for an interview in his dream company. How will you guide him to prepare for the interview, explaining clearly what is to be done before, during and after the interview?
8. a. 'Networking is the need of the hour in business.' Discuss.
b. How can you participate effectively in a group discussion?

==END OF PAPER==