

This question paper contains 7 printed pages]

Your Roll No.

6830

B.Com/III

GI

BUSINESS ENGLISH

(C-115)

Time : 3 Hours

Maximum Marks : 100

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt All questions.

Do all parts of a question together.

I. Write short notes in about 50 words each on any five of the following : 5×3=15

(a) Business Negotiation

(b) Semantic Noise

(c) Rhetoric

(d) Kinesics

(e) Oral Presentation

(f) Ethnocentrism

P.T.O.

- (g) Group Discussion
- (h) Inappropriate Media
- (i) Gender.

2. Answer any *three* of the following questions in about **100** words.

each : 3×5=15

- (a) What do you understand by the term 'emphatic listening' ?
- (b) State the significance of e-correspondence in business communication.
- (c) Define glass ceiling in the business context.
- (d) Discuss *four* barriers to effective business communication.
- (e) Discuss *three* differences between Memo and Letter.

3. Answer the following questions in about **150** words each : $2 \times 9 = 18$

- (a) Paralanguage makes communication more meaningful than words. Do you agree ? Give reasons in favour of your argument with examples.

Or

How do cultural variables affect business practices ? Give examples to elucidate your point of view.

- (b) Define Business Communication. How is business communication different from other communication that we do every day ? Give examples.

Or

Discuss the role of internet in business communication. Give examples.

4. Answer the following questions : 2×8=16

- (a) Write the minutes of the Meeting of the editors of Macmillan Publishing Ltd., New Delhi where they deliberated on the proposals received for the books and finalized the proposals which they found to be fit for publishing according to the guidelines of the company.

Or

Draft a public notice to be put in notice board of the entrance of your office mentioning the change in timings of the public dealing of your office. Mention the name of your office.

P.T.O.

- (b) Draft a report of an enquiry into the charges of sexual harassment against a male employee.

Or

You have applied for the post of an HR Executive in a Haier India Ltd. Write a letter to an English teacher of your college, asking her/him if you can use her/his name as a reference.

5. Answer the following questions : 2×8=16

- (a) Write an office circular informing the employees about the change in timings of the Canteen services and also the change in the rates of the food items available in canteen.

Or

Draft a memo to an employee congratulating him/her for the success in acquiring a business award in one of the recent award shows.

- (b) Write a notice informing the shareholders about the progress of your business organization it has made in the financial year of 2016-17.

Or

Imagine you are a HR manager. Write an email to him asking him to explain his request for a change of his cabin.

6. Do as directed :

- (a) Make sentences with any *five* of the following words/ phrases in your own words so as to bring out their meaning in a business context : 5×1=5

Effective; socio-cultural environment; manual; memo; time management; aggression; decoding; proposal; technical snag.

- (b) Fill in the blanks with the correct words chosen from those given within brackets after each sentence : 5×1=5

- (i) So did they fight that the enemy was driven off. (bravely/brave)
- (ii) It rained and the rivers were flooded. (heavy/heavily)
- (iii) The younger man has money than his brains. (more/enough)

P.T.O.

- (iv) Everything happened as was contemplated. (exact/exactly)
- (v) Being he resigned.
(overwhelmed/dissatisfied)
- (c) Fill in the blanks with the correct form of the verb given in brackets : 5×1=5
- (i) The manager never enough to motivate his workers. (do)
- (ii) The MoU between the two parties and they knocked the door of the court. (break)
- (iii) The proposals for office renovation were so diverse that the meeting for renovation could not all of them. (accommodate)
- (iv) To the functioning of the new machines, the Director constituted a special committee.
(review)
- (v) Traditional knowledge with modern technology can work wonders. (combine)

- (d) Fill in the blanks with the correct phrase chosen from the ones given below : 5×1=5

saw through; run down; ran out of; let off; looks after; turns out.

- (i) This being his first offence he was with a fine.
- (ii) His uncle him.
- (iii) The factory ten thousand units per month
- (iv) On account of overwork, he is
- (v) I the trick.