

9433

6

OR

- (ii) As the Sales Head of a famous food joint you are asked by your boss Mr. Amit Kapoor to find an appropriate location for another outlet. Submit a report of your findings. (10)

(200)

[This question paper contains 6 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 9433

Unique Paper Code : 61018242

Name of the Paper : Business Communication

Name of the Course : B.Voc. (Software Development, Banking and Insurance) (GEC-2.3)

Semester : II

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** the Sections and Questions.

SECTION - A

1. Write short notes on any **five** of the following in not more than 30-40 words :
 - (a) Written Communication
 - (b) Sign Language
 - (c) Cultural Barrier

P.T.O.

11/5/2018
(Evening)

9433

4

(h) Eventual

(i) Maturity

(j) Scarce

(5)

6. Write the correct spellings of the following words :

(a) Aknoledgemnet

(b) Brilliant

(c) Entreprice

(d) Hasitate

(e) Rekomendation

(f) Predeccesor

(g) Begining

(h) Recieved

(i) Exicutive

(j) Feilds

(5)

7. Make sentences out of any **five** of the following words :

(a) Beneficiary

(b) Ambition

9433

5

(c) Leisure

(d) Possess

(e) Rebel

(f) Insurance

(g) Technology

(5)

SECTION - D

8. (i) On behalf of the principal of your college, write a letter to Bhatia Tailors asking for the details of the design, size, price, etc. of shirts, shorts, socks and blazers that the college intends to buy for the players and prefects.

OR

- (ii) As the Purchase Head of your company, write a letter of complaint to the Air Conditioner Company for the defects in the Air Conditioners your company has purchased from them. (10)
9. (i) Imagine that you were asked to attend a seminar on "Entrepreneurial Skills for Students". Being yourself a student, write a report to your principal emphasizing the need for the application of these skills to be a part of your curriculum.

P.T.O.

(d) Downward Communication

(e) Chronemics

(f) Feedback

(g) Decoding

(h) E-Mail

(5×2=10)

2. Answer any **two** of the following :

(a) What are the different types of barriers?

(b) Discuss the differences between verbal and non-verbal communication.

(c) Explain the process of communication. (2×5=10)

SECTION - B

3. (a) The Placement Cell of your college has decided to organise an internship fair, where many companies will be coming, for the undergraduate students of all the courses. Write a notice informing the students about the same. (10)

OR

(b) Draft a Curriculum Vitae for the job of Life Insurance Agent.

4. (a) Draft an agenda for the meeting to be conducted to discuss the organisation of your college's annual festival which is to be held next month. (10)

OR

(b) Draft the minutes of the meeting held to discuss the organisation of the annual sports day of your college.

SECTION - C

5. Write the antonyms of the following words :

(a) Skilled

(b) Cheap

(c) Huge

(d) Complicated

(e) Sufficient

(f) Ignorant

(g) Ambiguity