

communication, group discussion, minutes of meeting, kinesics, culture.

(b) Correct the **spellings** of the words given below :

Heptacs, seiling, elactronically, stritigy, axacutive, prasantation, cemantac, rhatoric, Correspondence, anvironment. (5)

(c) Fill in the blanks with the **correct phrase given** below. (5)

Saw through, run down, run out of, let off, looks after, turns out.

(i) This being his first offence, he was \_\_\_\_\_ with a fine.

(ii) The nanny \_\_\_\_\_ the children of the employees.

(iii) The factory \_\_\_\_\_ twenty thousand units of jeans in a year.

(iv) On account of overwork, he is \_\_\_\_\_.

(v) The employer \_\_\_\_\_ the fraud of the employee.

28/11/18  
[This question paper contains 6 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7688

IC

Unique Paper Code : 12033906

Name of the Paper : Business Communication

Name of the Course : **B.A. (Prog.) English – CBCS – SEC**

Semester : III

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 questions from **both** Section A and Section B.
3. Do any **all** questions from Section A and any **three** questions from Section B.

**Section A**

1. Write short notes, in about **75 words** each, on any **five** of the following : (5×2=10)

(a) Haptics

(b) Line Structure

- (c) Business Negotiation
- (d) Semantic Noise
- (e) Legal Validity
- (f) Distortion
- (g) Feedback
- (h) Plagiarism

2. Answer any **two** of the following in about **100 words** each : (2×5=10)

- (a) What do you understand by the term 'emphatic' listening?
- (b) Define 'glass ceiling' in business context. Explain with examples.
- (c) Discuss and explain the four barriers to effective business communication.
- (d) What are the various grapevine chains? Explain with proper examples.

3. Answer any **two** of the following in about **100 words** each : (2×5=10)

- (a) What are the important strategies that can help to write effective business letters?

report. (7)

6. (a) Write a **field report** about the survey conducted by you about the availability of safe drinking water in Rohini Sector 58, Delhi. You are Gautami/Neeraj, Surveyor, Health Department, Delhi. (8)

(b) You are a customer interested in a new product—an eco-friendly lighting system. Draft a **mailshot** to the company's Sales Manager asking for information about it. (7)

7. (a) Write a **letter** to The Life Insurance Corporation of India requesting for a revival of a lapsed insurance policy. You are Rachna Jha/Shyam Malik, 2974, Phase I, Sector 8, Rohini, Delhi. (8)

(b) Write a **letter of complaint** to Shweta Enterprises informing them about the computers that have been installed in your institution. A few of them are not working and the CPUs of some are broken. You are Vinita Malik/Rohit Sharma, Convener, Purchase Committee of your college. (7)

8. (a) Make **sentences** with any **five** words/phrases so as to make their meaning clear in a business context: (5)

Press release, memo, dilution, ethnocentrism, covering letter, video conferencing, oral