

Enrollment No.....



Faculty of Management Studies
End Sem (Odd) Examination Dec-2022
MS3SE03 Business Communication -II

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

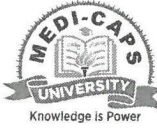
Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. An average college going student reads- **1**
 (a) 100-200 words per minute
 (b) 200-400 words per minute
 (c) 500-700 words per minute
 (d) None of these
- ii. While reading, a proficient reader- **1**
 (a) Visualises idea (b) Deliberately goes slow
 (c) Read word by word (d) None of these
- iii. Which style of resume writing is in trend these days? **1**
 (a) Functional resume (b) Chronological
 (c) Reverse chronological (d) None of these
- iv. What is the British style of writing date in any letter? **1**
 (a) DD/MM/YY (b) MM/DD/YY
 (c) YY/MM/DD (d) YY/DD/MM
- v. An interview is a dynamic communication that fosters _____ skills. **1**
 (a) Interpersonal relationship (b) Group discussion
 (c) Both (a) and (b) (d) None of these
- vi. Voice modulation is an element of _____. **1**
 (a) Interview (b) Debate (c) Speech (d) Paralanguage
- vii. A Report can be written in which format- **1**
 (a) Letter text format (b) Letter format
 (c) Memorandum format (d) All of these
- viii. Report is originated by word 'reportare' which is of _____ origin. **1**
 (a) Latin (b) Greek (c) Indian (d) Russian

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- ix. An emotional intelligence includes- **1**
 (a) Social awareness (b) Self-awareness
 (c) Self-management (d) All of these
- x. Prejudice is the type of _____ barriers. **1**
 (a) Semantic (b) Physical
 (c) Socio-psychological (d) Organisational
- Q.2 i. Define the process of reading. **2**
 ii. Differentiate between skimming and scanning. **3**
 iii. How can you distinguish an active reader from a passive reader? **5**
- OR iv. Discuss the significance of SQ3R technique in professional world. **5**
- Q.3 i. Enlist the elements of business letters in detail. **4**
 ii. How the Seven C's would refine your business letters? **6**
- OR iii. Write a letter of complaint to the furniture company for delay in delivery. Invent details on your own. **6**
- Q.4 i. What are the essentials of oral presentation? Enlist various stages of it. **4**
 ii. What are the major features of group discussion skills? **6**
- OR iii. Discuss the role of paralanguage and phonetics in speaking skills. **6**
- Q.5 i. What are the qualities of a good reporter? **4**
 ii. Enlist all elements of back matter of the letter text format of a report? **6**
- OR iii. What is an acknowledgement and preface in a report? **6**
- Q.6 Attempt any two:
 i. Describe the role of recreation in stress management. **5**
 ii. How can one build a support system around him at his workplace? **5**
 iii. Suggest any seven success habits for a professional. **5**

Scheme of Marking

	Faculty of Management	
	End Sem (Odd) Examination Dec-2022	
	Business Communication II (MS3SE03)	
Programme: BBA	Branch/Specialisation:	

Note: The Paper Setter should provide the answer wise splitting of the marks in the scheme below.

Q.1	i)	An average college going student reads: 100-200 words per minute	1
	ii)	While reading, a proficient reader... Visualises idea	1
	iii)	Which style of Resume writing is in trend these days. Reverse Chronological	1
	iv)	What is the British style of writing date in any letter DD/MM/YY	1
	v)	An interview is a dynamic communication that fosters----- skills. interpersonal relationship	1
	vi)	Voice modulation is an element of ----- Paralanguage	1
	vii)	A Report can be written in which format: All of above	1
	viii)	Report is originated by word 'reportare' which is oforigin : a) Latin	1
	ix)	What is an emotional intelligence included; d) all of these	1
	x)	Prejudice is the type of barriers. c. Socio-psychological	1
Q.2	i.	DEFINITION (1M) DIAGRAM (1M)	2
	ii.	3 Differences (1 mark each)	

	iii.	1 Definition each (2 marks) Descriptive answer (3m)	(5m total)
OR	iv.	Intro (2 marks) Description (3 marks.)	(5)
Q.3	i.	4 elements with definition	4
	ii.	Intro (1 mark) BC's (5 marks)	6
OR	iii.	(2M Format) (content 4m)	6
Q.4	i.	Intro (1 mark) (stages 3 marks)	4
	ii.	Intro (2 marks) (features 4/5 → 4m)	6
OR	iii.	(Paralanguage 3m) (Phonetics 3m)	6
Q.5	i.	4 points (4 marks) descriptive	4
	ii.	Intro (1 mark) (elements with eg) 5 marks	6
OR	iii.	Acknowledgement (3m) Preface (3m)	6
Q.6			
	i.	Stress management (1m) Role (4m)	5
	ii.	5 qualities of teamwork / softskills @WP:	5
	iii.	Seven habits (descriptive answer)	5
