

[This question paper contains 6 printed pages.]

5095

Your Roll No.

B.Com./III

E

Paper XV – BUSINESS ENGLISH

Time : 3 Hours

Maximum Marks : 100

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

Note :- The maximum marks printed on the question paper are applicable for the students of the NCWEB. These marks will, however, be scaled down proportionately in respect of the students of the Regular Colleges at the time of posting of awards for compilation of result.

Attempt all questions.

Do all parts of a question together.

1. Write short notes in about 50 words each on any five of the following:
 - (a) Monosyllables
 - (b) Legal validity
 - (c) Business negotiation.
 - (d) Para Language

P.T.O.

- (e) Stereotype
 - (f) Social parameters in business communication
 - (g) Glass ceiling
 - (h) Verbal Communication
 - (i) E-Correspondence (5×3=15)
2. Answer any **three** of the following questions in about **100 words** each:
- (a) What are the different functions of communication, particularly in the business context?
 - (b) What is body language? How does it work?
 - (c) What is corporate culture and corporate variables?
 - (d) What are the basics in internal organizational communication?
 - (e) What are the barriers to effective communication? (5×3=15)
3. Answer the following questions in about **150 words** each:
- (a) (i) What is gender discrimination? How does it affect an organization?

OR

- (ii) What do you understand from the AIDA technique? Explain in detail.

- (b) (i) Explain the need for continuous flow of communication within an organization.

OR

- (ii) What are communication networks? Explain with suitable diagrams. (2×9=18)

4. Answer the following questions:

- (a) (i) As the Manager of a publishing firm in Delhi, write a letter addressing the teachers in schools and colleges, informing them about the publication of a new Hindi-English dictionary. Mention all its attractive features.

OR

- (ii) Draft a Memo to the office staff emphasizing the need for observing punctuality and adhering to the stipulated time frame of lunch hour.
- (b) (i) Draft an office order asking the employees to submit their monthly work report within the given time.

OR

- (ii) Draft an office circular inviting suggestions from the employees on the manner of celebrating the silver jubilee of the company.

(2×8=16)

P.T.O.

5. Answer the following questions:

- (a) (i) You are the Secretary of the company. Write a report proposing the reorganization of the office set up of your company.

OR

- (ii) Draft a notice along with an agenda for a meeting of the Board of Directors of the Indian Fiber glass Company, Pvt., Ltd., to be held before the Annual General Body Meeting. Also write the brief minutes of the meeting.

- (b) (i) Write a notice informing the employees that Mr. R. V. Shah is no longer an employee of the company. Also give reason/s why his services have been terminated.

OR

- (ii) Write an email to a new customer giving information about the products of your company. (2×8=16)

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:

Grapevine; gossip; information overload; decision-making patterns; division of labour; gender discrimination; noise; physical barrier; feedback.

(5×1=5)

(b) Fill in the blanks with the correct word chosen from these given within brackets after each sentence:

(i) He reached home very ----- last night, after the meeting. (late, lately)

(ii) It was my elder brother who guided me ---- -- to get this position. (mostly, most)

(iii) In this computer course, there are ----- any girls. (hard, hardly)

(iv) The company should ----- the price of all the products if their demand goes up. (increase, have increased)

(v) The meeting ----- on hearing the news of the death of the Director. (postpone, was postponed) (5×1=5)

(c) Fill in the blanks with the correct form of the verb given in brackets:

(i) No one can stop him from ---- the company now. (join)

(ii) We ---- to find his resignation letter on the table. (surprise)

P.T.O.

- (iii) She ---- from the post of Director of the company last week. (resign)
- (iv) The employees ---- a bonus for the month of March. (give)
- (v) She ---- hard for the growth of the company if her salary is increased. (work) (5×1=5)
- (d) Fill in the blanks with the correct phase chosen from the over given below:

break down; take ones; capable of; apologize for; comply with; give in; make up.

- (i) As the Senior Director of the company, he will have to ---- charge from any director who resigns.
- (ii) He had to ---- his gender insensitive remarks.
- (iii) There was a major ---- in the factory.
- (iv) Every employee has to ---- the rules and regulations of the company.
- (v) He is ---- working hard for twelve hours a day. (5×1=5)