

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
BBA(FS), Semester-II (REGULAR) Semester End Assessment June 2022
BFS AECC 3 Business Communication

Duration: 2 hours

Maximum Marks: 60

Instructions:

- 1) Start each question on fresh page.
- 2) Figures to the right indicate maximum marks.

Q1. Answer ANY 5 of the following in 100-150 words each- (5x4=20)

- i. Write a descriptive paragraph on 'My Home'.
- ii. How do you need to prepare your presentation differently based on different times of the day?
- iii. What is meant by gender neutral language? Elaborate with examples.
- iv. What are the different types of informal oral communication? Which one do you prefer and why?
- v. What is a sales letter?
- vi. What are proper and abstract nouns? Elaborate with examples.

Q2. Answer ANY ONE of the following is 300-350 words each- (1x10=10)

(A) Write any five factors that help the presenter of a presentation in understanding the audience.

OR

(B) You are Tanvi/ Tanvir Naik, head of Sales Department of Samsung Televisions. Your company has launched a new smart television. Write a sales letter to your customers advertising the new television.

Q3. Answer ANY ONE of the following is 300-350 words each- (1x10=10)

(A) Use the following opening lines to create an original story along with a title-

Vikas wakes up one morning to realize that he has been abducted by the aliens. He is in a state of fear and confusion. He looks around the room where he has been held captive and he cannot believe what he sees.

OR

(B) Write an argumentative paragraph on the following topic-

Should attendance be compulsory in college?

Q4. Answer ANY ONE of the following is 300-350 words each-

(1x10=10)

(A) You are Priya/Pritam Sharma, Sales Manager of XYZ industries. Your company needs to buy ten air conditioners for its new office. Write an enquiry letter for the purchase of air conditioners.

OR

(B) Write a discursive paragraph on the following topic-

Same sex marriage in India

Q5. Answer ANY ONE of the following is 300-350 words each-

(1x10=10)

(A) Vishal Singh has applied for a loan from State Bank on India, Colva, Goa. Being the senior manager of the Colva State Bank of India Branch, write a credit and status inquiry letter to the Manager of Canara Bank, Varca, Goa.

OR

(B) As a senior manager of Bank of India, Margao, Goa, write a letter to your customer, Sapna Rodrigues, whose car loan payment is overdue.