

Vidya Vikas Mandal's

Shree Damodar College of Commerce & Economics, Margao-Goa

FYBBA(FS), Semester-II, Semester End Assessment APRIL 2023

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.
- 3) Q1 is compulsory
- 4) Answer any FOUR from Q 2 to Q.6

Q1. Write short notes on ANY 5 of the following

(04 *05 =20 Marks)

- A. The importance of writing a good covering letter
- B. Benefits of Effective oral communication
- C. The elements of preparing a good power point presentation
- D. Your thoughts on delivering a heartfelt condolence speech
- E. Importance of inculcating good reading habits
- F. Newspapers – relevant or redundant

Q2. Write a letter to the editor of your local newspaper about the menace of stray electrical wires in your area. Talk about the threat they pose during the monsoon season, urging him to give your letter weightage and let the local authorities take action.

(10 Marks)

Q3. Create a short story in your own words about a young boy who's a cobbler and how his life changed when an old customer, who's dying gives him a bag of gold one day as he has no family to pass it on to. What do you think the boy did?

(10 Marks)

Q4. Draft a passage on the importance of having a good vocabulary. Debate on how it gives you an edge over others and what are the various ways in which one can improve one's vocabulary.

(10 Marks)

Q5. As a Human Resource Manager of your company, write an email to the Head Consultant of a recruitment firm, seeking their services for the company's massive upcoming recruitment drive. Discuss and mention the terms of contract, sharing percentages, recruitment procedures, place of interview, contract details etc.

(10 Marks)

Roll No :

Q6. Using the concept of free writing, deliver a speech for your best friend's housewarming party. You are one of the very few people asked to speak and so make it eloquent and meaningful. **(10 Marks)**
