

Seat No. : _____

AE-138

April-2016

T.Y. MBA Integrated

Business English

Time : 3 Hours]

[Max. Marks : 100

1. What does the word etiquette mean ? Explain in detail the unwritten basic rules of Etiquette. **20**

2. (1) Define Resume. Explain various types of resume in detail. **10**
(2) Define Interview. Explain steps of general preparation for an interview. **10**

OR

Dr. Verges Mcloyd is an M.D. Gynecologist. He has mastered in the field of gynecology. He wished to apply for the well-known clinic in Russia. Write a resume giving profile of Dr. Mcloyd. Add cover letter headed to it. The addressee is the Sunflower: Mother and Me hospital, Ambawadi, Ahmedabad. **20**

3. Write any **two** from the following : **20**
 - (1) Briefly explain the basic purpose of oral communication. What basic four options does a speaker have, to deliver an oral message ?
 - (2) Explain the effective strategies to communicate non-verbally at the time of delivering a speech.
 - (3) Briefly explain the purposes of listening. According to W. Bennis, explain the different types of listening.

4. Write answers for any **two** of the following questions : **20**
- (1) Define communication and culture. Explain cultural overlap, cultural similarity and cultural dissimilarity with the idea of intercultural communication model.
 - (2) What is cultural variable ? Write an essay on individual cultural variables.
 - (3) (i) Give effective vocabulary words for the following :
Excite, Brainless, Purify, Crowd, Cancel
 - (ii) Give one substitute word for the following :
 - The one who leaves without permission
 - The one who copies from other writers
 - The one who has belief in God
 - Something no longer in use
 - The person loving own country
5. (1) The advertisement company, Palash Media works has published hoardings for the search of model for Nestle India. Miss Nandita Sengupta is an aspiring model. Ms. Sengupta wishes to be the model for Nestle. Write a business message to the Arobind Mukherjee, Creative head, Palash Media Works inquiring about the job description. **5**
- (2) Briefly explain the basic principles of effective business correspondence. **5**
- (3) What is business letter ? Explain various kinds of business letters. **10**
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