

Seat No. : _____

LD-131

April-2014

T.Y.M.B.A. (KS) (Integrated)

Business English

Time : 3 Hours]

[Max. Marks : 100

1. (a) Explain the term 'Business Etiquettes'. What are the general rules to introduce oneself to other people ? **10**
- (b) Outline the rules to be followed in a telephonic conversation. **10**

OR

What are the basic rules of good business behaviour in Business to Business etiquette ?

2. Explain the types of Interview in detail. **20**

OR

- (a) A successful job application is the first step to one's career. Elaborate the statement with an example. **10**
- (b) What are the three principles of Resume Writing which one should follow while writing their resume ? **10**

3. Explain strategies for successful speaking. **20**

OR

- (a) What is listening ? Explain three major stages of it. **10**
- (b) Write short note on : **10**
- (1) Active Listening
- (2) Supportive Listening

4. (a) Write a short note on Business communication in reference to the global context. **5**

- (b) Write the synonyms of the following words : **5**
- (1) Serene
- (2) Gruesome
- (3) Revise
- (4) Adversity
- (5) Terminate

- (c) Write the correct meaning of the following idioms and phrases with one example. **5**
- (1) To turnover a new leaf.
 - (2) To frame a person.
 - (3) To play fast and loose.
 - (4) A storm in a tea-cup.
 - (5) To read between the lines.

- (d) Write one word for the given words or sentences. **5**
- (1) To examine one's own thought and feelings.
 - (2) A post without remuneration.
 - (3) A sudden rush of wind.
 - (4) A man with prejudiced views against religion.
 - (5) A person who looks on the bright side of things.

5. (a) What do you mean by 'Insurance' ? Discuss the four principles of insurance. **10**
- (b) Write a letter to an Insurance Company enquiring about the terms and conditions for fire insurance. **10**

OR

- (a) Explain five major stages of writing business messages.
 - (b) Write a letter to Electricity department to issues prior notice of power cuts.
-