



Seat No. : \_\_\_\_\_

# NQ-104

November-2025

**BBA/BS (BBA)., Sem.-III**

**AEC-235 : English & Communication Skills**

**Time : 1:00 Hour]**

**[Max. Marks : 25**

1. Attempt the following short notes :

- (A) Origin of Lijjat Papad 5  
(B) Ola Cabs - Revolution on the roads 5

**OR**

1. Attempt the following short notes :

- (A) NDTY-Pioneers of Private TV News 5  
(B) Success strategies of Flipkart 5

2. Attempt the following short notes :

- (A) Definition and process of Communication 5  
(B) Features of Effective Communication 5

**OR**

2. Attempt the following :

- (A) Types of verbal communication 5  
(B) Examples and advantages of non-verbal communication 5

3. Do as directed : (Any **five**) 5

- (1) Infosys was founded in the year \_\_\_\_\_.  
(2) \_\_\_\_\_ was created by Sachin Bansal and Binny Bansal.  
(3) The full form of ICICI is \_\_\_\_\_.  
(4) Give the meaning of 'State of the art' \_\_\_\_\_.  
(5) The meaning of 'The elephant in the room' is \_\_\_\_\_.  
(6) Are you crazy - (Add punctuation marks)

\_\_\_\_\_

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