

Seat No. : _____

AM-108

April-2025

Int., MBA, Sem.-VI

Business English (BE)

Time : 2:30 Hours]

[Max. Marks : 70

1. (a) Discuss the general rules of making introduction in a business nature, and outline the key protocols required to interact effectively with foreign clients in a professional context ? 5
- (b) Explain the role of business to business behaviour and interaction within a professional framework, while considering their influence on long term partnership ? 5
- (c) Elucidate the importance of office parties in maintaining business etiquette while considering their impact on enhancing inter-team collaboration. 4
2. (a) MK multinational company Ltd. has published an advertisement in The Times of India for the post of a Finance Manager. Prepare a resume for the same keeping in mind all the essential parts. 8
- (b) Answer the following questions in brief : 6
 - (i) Explain the negative factors one should avoid during an interview.
 - (ii) Discuss the significance of follow up after an interview.
3. (a) Provide a brief precis for the text given below : 5

Social media has dramatically transformed the way people communicate, access information, and interact with the world around them. Platforms like Facebook, Instagram, Twitter have redefined social relationships, giving individuals the power to share ideas, experiences, and opinions instantly across the globe. This digital revolution has fostered global connectivity, enabled grassroots activism, and allowed marginalized voices to be heard. It has also revolutionized fields like marketing, journalism, and politics, shaping public discourse in unprecedented ways. However, the impact of social media is not wholly positive. The rise of misinformation, echo chambers, cyberbullying, and online addiction presents serious concerns. Algorithms designed to maximize engagement often promote sensational content, distorting reality and deepening societal divides. The constant exposure to curated lifestyles can lead to anxiety, low self-esteem, and distorted self-perceptions, particularly among the youth. Moreover, privacy breaches and data exploitation by tech companies raise ethical and legal issues. Despite these challenges, social media remains a powerful tool with immense potential. The key lies in promoting digital literacy, ethical use, and responsible regulation. As society becomes increasingly dependent on digital communication, striking a balance between freedom of expression and accountability is crucial. Understanding both the benefits and the pitfalls of social media is essential for navigating its complex influence on modern life.

- (b) Discuss the steps for preparing effective oral presentation. 5
- (c) Discuss the strategies for an effective non-verbal delivery. 4

OR

- 3. (a) Elaborate on the HURIER model of listening. 5
- (b) How can you be a good listener in an organization ? Discuss. 5
- (c) Outline the sequential steps involved in crafting an effective precis. 4

- 4. (a) Write one word for the following expressions : (Any **Eight**) 8
 - (i) A collection of historical documents.
 - (ii) Literary theft; copy someone's work and submit as own.
 - (iii) Life history of a person written by that person.
 - (iv) An imaginary society free from crimes and poverty.
 - (v) A thing that is kept as a reminder of a person/place or event.
 - (vi) A person who knows everything.
 - (vii) One who is hard to please.
 - (viii) One who is unable to pay his debts.
 - (ix) Feeling that good things will happen.
 - (x) A self-governing country or region.

- (b) Write the meaning of the following effective vocabulary and make meaningful sentence of each one. (Any **Six**) 6
 - (i) Clichè
 - (ii) Precarious
 - (iii) Dilemma
 - (iv) Voluminous
 - (v) Malleable
 - (vi) Novice
 - (vii) Dubious
 - (viii) Charisma

- 5. (a) Discuss the appearance of business design message. Also elaborate how it contributes to clarity and effectiveness in professional communication. 5
- (b) Write a letter to the passport office requesting the renewal of your passport, including all necessary details and documents required for the process. 5
- (c) Write down a letter to the bank requesting the closure of your existing account. Include your account details and reasons for closure. 4