



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

# DL-103

December-2025

3<sup>rd</sup> Year IMBA, Sem.-V

DSC-M-355 : Business English (BE)

Time : 2:00 Hours]

[Max. Marks : 50

1. (a) Explain any five key characteristics of Business-to-Business (B2B) buying behaviour. 5  
(b) Discuss the importance of understanding cultural differences when working with international clients. Give suitable examples. 5
2. (a) Elaborate on the specific ways to improve intercultural communication skills. 5  
(b) Write the meaning of the following effective vocabulary and make meaningful sentence of each one : (Any **Three**) 3
  - (i) Ubiquitous
  - (ii) Gingerly
  - (iii) Disparity
  - (iv) Inevitable
  - (v) Meritorious
- (c) Write one word for the following expressions : (Any **Two**) 2
  - (i) One who is a centre of attraction.
  - (ii) A person who knows everything.
  - (iii) A situation of complete transformation.
3. (a) SNT multinational company Ltd. has published an advertisement in the Times of India for the post of an Assistant Marketing Manager. Prepare a resume for the same keeping in mind all the essential parts. 5  
(b) Explain the following in brief : 5
  - (i) The importance of follow up after an interview.
  - (ii) The negative factors of behaviour one must avoid during an interview.
4. (a) Explain the Three-step Writing Process used in business message drafting. 5  
(b) Draft a letter from the following sender requesting information regarding eligibility, interest rates and repayment terms for an education loan from SBI Bank, Bopal Branch.  
Sender's Details :  
Ms. Aarya Shah  
B-204, Orchid Harmony,  
South Bopal, Ahmedabad-380058. 5

5. Answer the following questions in **1-2** sentences :

**10**

- (a) Define Ethnocentrism.
  - (b) What is cultural pluralism ?
  - (c) Enlist the guidelines to adapt to other business cultures.
  - (d) What strategies can candidate use to perform effectively in a GD ?
  - (e) Differentiate between the homophones: Cue and Queue.
  - (f) What is the main purpose of giving a general introduction in an interview ?
  - (g) Mention any one example of polite phrases to ask for someone's availability during a call.
  - (h) Why is punctuality important at business events ?
  - (i) What type of topics should be avoided to prevent controversy at parties ?
  - (j) What is an appropriate way to introduce yourself at a business event ?
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