



Seat No. : _____

DS-105

December-2025

Int. M.B.A, Sem.-V

DSC-C-IMBA-355 : Business English

Time : 2:00 Hours]

[Max. Marks : 50

1. Write a detailed note on the Role of Communication Skills in Professional Behaviour. Explain oral communication, listening, feedback, and non-verbal elements in shaping business behaviour. **10**

OR

1. Discuss the importance of speaking skills in modern business communication. How do they contribute to effective workplace relationships ? **10**

2. Explain the major cultural frameworks (Individualism vs. Collectivism, High-context vs. Low-context, Power Distance, and Time Orientation) with suitable country examples. How do these frameworks influence workplace communication ? **10**

3. Prepare a well-structured one-page resume for Rohan Sharma. **10**
You are provided with the basic details of an MBA student. Using the resume-writing guidelines discussed in class (contact information, career objective, skills, projects, internships, achievements, formatting rules, etc.), draft a complete professional resume for the following student :

Name : Rohan Sharma

Education :

- MBA - Marketing & Analytics, XYZ University (2023-2025)
- BBA - Marketing, ABC College (2020-2023)

OR

3. Explain in detail the different types of interviews based on format, technique, and purpose. Give suitable examples for each type. **10**

4. You are the owner of Shree Fashion Hub, a retail garments business located at 45, Station Road, Vadodara. You are planning to open a new outlet and therefore wish to apply for a business loan of ₹ 15,00,000. Draft a formal letter to The Branch Manager, Bank of Baroda, Alkapuri Branch, Vadodara, requesting information regarding loan eligibility criteria, rate of interest, required documentation, processing time, and repayment terms. **10**

OR

4. You are the owner of Sunrise Wellness Centre, located in Surat. One of your employees was admitted to the hospital for 4 days due to acute respiratory infection. Your wellness centre has a corporate health insurance policy SWC/99812 with HDFC ERGO Health Insurance. 10

Write a formal letter to the Claims Manager requesting reimbursement of medical expenses amounting to ₹ 47,500. Mention that you are attaching all the required documents, such as hospital bills, diagnostic reports, doctor's prescriptions, and the discharge summary.

5. Answer any **Ten** : (Each contain **1** mark) 10

- (1) Which of the following is not a step in the Three-Step Writing Process ?
(a) Planning (b) Writing (c) Completing (d) Brainstorming
- (2) When one company buys another, it is called :
(a) Acquisition (b) Monopoly (c) Outsourcing (d) Privatization
- (3) Commendable means –
(a) Wrong (b) Deserving praise
(c) Dishonest (d) Confusing
- (4) A “charismatic” leader :
(a) Inspires others with a magnetic personality
(b) Is meticulous
(c) Avoids attention
(d) Is frugal
- (5) Which of the following is a phone interview typically used for ?
(a) Final assessment of technical skills
(b) Initial screening focusing on basic qualifications and communication skills
(c) Lunch meeting with a manager
(d) Panel interview with multiple interviewers
- (6) Which step of the Three-Step Writing Process involves focusing on style, tone, and word choice ?
(a) Planning (b) Writing (c) Completing (d) Revising
- (7) The main goal of a business message is to _____ a specific outcome.
(achieve / entertain)
- (8) In the Three-Step Writing Process, the _____ step ensures quality and professionalism by revising and proofreading the message.
(Writing / Completing)
- (9) Integrity is a key _____ in leadership. (principal / principle)
- (10) _____ has brought markets and cultures closer worldwide.
(Globalization / Negotiation)
- (11) Many companies use _____ to reduce operational costs.
(Outsourcing / Bankruptcy)
- (12) Salary _____ is a regular part of job interviews.
(Negotiation / Globalization)