

Seat No. : _____

AC2-26

April-2018

T.Y., M.B.A., Integrated Sem.-VI

Business English

Time : 3 Hours]

[Max. Marks : 100

1. (a) Discuss the etiquettes to be followed for telephonic conversation. **10**
(b) What do you mean by professional etiquettes ? How would you create a first impression of yourself while having a professional meet ? **10**
2. Answer any **two** : **20**
 - (a) Define the modern form of resume. And also explain various components of resume in detail.
 - (b) Outline the principles of précis writing. Also discuss various steps for writing a good précis.
 - (c) Define interview. Explain the steps of general preparation for an interview.
3. Attempt any **two** of the following : **20**
 - (a) Explain the steps for preparing effective Oral Presentation.
 - (b) Differentiate between hearing and listening. And explain the component of Behavioural Listening Model in detail.
 - (c) Explain the effective strategies to communicate Non-Verbally at the time of oral message delivery.
4. Do as Directed : **5**
 - (a) Give **one** word for the following any **five** :
 - (i) One who is all powerful
 - (ii) Gain over and above one's salary.
 - (iii) A good relationship between two people.
 - (iv) One who believes in the existence of God.
 - (v) Taking place or happening at the same time,
 - (vi) Something which is not fresh.

- (b) Give **Effective vocabulary** words for the following and frame them into meaningful sentences : any **five** **5**
- (i) Polite
 - (ii) Canon
 - (iii) Illegal
 - (iv) Peaceful
 - (v) Courageous
 - (vi) Flexible
- (c) Discuss the Cultural difference between the Germans and Japanese people. **5**
- (d) “In addition to the talents that people are born with, culture has always exerted a dominant influence on memory and thinking.” Explain the statement with suitable example. **5**
5. Answer any **four** : **20**
- (1) Enlist and explain the essentials of a Good Business Letter.
 - (2) Draft a letter requesting the Post Master to make Postal Orders of various denominations available during the admission season.
 - (3) Describe five main stages of writing Business Messages.
 - (4) Write an Application seeking permission from Assessing Officer under section 281(1) regarding transfer or creation of charge on assets.
 - (5) What care would you take in writing Insurance letter ? Explain.
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