



Roll no.....

End Semester Examination, December 2024
B.A. (PROGRAM) – Vth Semester
BUSINESS COMMUNICATION (SHEL371A)

Time: 2.5 hrs.

Max Marks: **50**

Note: *All Questions are compulsory. Marks are indicated against each question.*

PART-A

Q.1 Answer any Five questions:

- | | |
|--|-----------------------|
| (a) What is the process of communication | [CO-1] [L-3] 2 |
| (b) What is the purpose of writing a business letter | [CO-1] [L-2] 2 |
| (c) What are the key elements of a good presentation introduction | [CO-1] [L-3] 2 |
| (d) What are linguistic barriers to communication | [CO-1] [L-2] 2 |
| (e) What is the difference between verbal and non-verbal communication | [CO-1] [L-4] 2 |
| (f) What is the role of an inter-office memorandum | [CO-1] [L-3] 2 |
| (g) Why is oral presentation important in professional settings | [CO-1] [L-4] 2 |

2x5

PART-B

- Q.2 Explain the communication process in detail. Discuss each of its components and how they contribute to effective communication. [CO-2] [L-3] **10**

OR

Discuss the different barriers to effective communication and provide solutions for overcoming them. [CO-2] [L-2] **10**

- Q.3 What is the role of job application letters and resumes in the recruitment process? Discuss how to effectively write a job application letter and prepare a resume. [CO-3] [L-3] **10**

OR

What is a Business Report. How to represent it in an organization. [CO-3] [L-4] **10**

- Q.4 What are the most common causes of vocabulary errors in English, and how can they be avoided? [CO-4] [L-4] **10**

OR

Discuss common errors in English vocabulary usage, focusing on words often confused and misspelt. Provide examples of commonly misused words and explain the correct usage. [CO-4] [L-3] **10**

- Q.5 What are the characteristics of an effective oral presentation, and how can one prepare for a

successful presentation?

[CO-5] [L-2] **10**

OR

Discuss the role of visual aids in an oral presentation. How can PowerPoint slides, charts, graphs, and other visual tools enhance communication during a presentation?

[CO- 5] [L-3] **10**