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End Semester Examination, December 2024
BA LLB Hons.: 1st Semester
Professional Communication (SOLS101A)

Time: 2.5 hrs.

Max Marks: **50**

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

PART-A

Q.1 *Attempt any Five Questions.*

- a. Define oral communication and provide an example of its use in business. [CO-1] [L-1] **2**
- b. Why do we use present perfect tense. Give 2 examples. [CO-1] [L-2] **2**
- c. What are persuasive letters, and when are they used? [CO-1] [L-1] **2**
- d. State two advantages of email communication in business. [CO-1] [L-1] **2**
- e. Define Formal and Informal Communication with examples. [CO-1] [L-2] **2**
- f. Which verb form is correct for the sentence?
 - i) She has visited the clients yesterday.
 - ii) She visited the clients yesterday.
 - iii) She visit the clients yesterday.[CO-1] [L-2] **2**
- g. Choose the correct tense: "They ____ (work) on the proposal for the past two hours." [CO-1] [L-2] **2**

2x5

PART-B

Q.2 Explain the principles of effective business communication with reference to the 7Cs. [CO-2] [L-4] **10**

OR

Describe the barriers to effective communication and suggest ways to overcome them.

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

Q.3 Draft a persuasive letter for a product launch to potential clients. [CO-3] [L-5] **10**

OR

Write a resignation letter that maintains a positive tone, thanking the employer for the opportunity.

[CO-3] [L-4] **10**

Q.4 Discuss the advantages and guidelines for preparing effective email messages. [CO-4] [L-4] **10**

OR

Differentiate between Oral and Written communication.

[CO- 4] [L-5] **10**

Q.5 What are sender-oriented barriers and how can one overcome them? [CO-5] [L-4] **10**

OR

Explain Interpersonal and Organizational Barriers.

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