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Sub Code: RAS205

Roll No.

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MBA (INTEGRATED)
(SEM-II) THEORY EXAMINATION 2017-18
BUSINESS ENGLISH-II

Time: 3 Hours**Total Marks: 70****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A**

- 1. Attempt all questions in brief. 2 x 7 = 14**
- a. Give the reasons for poor comprehension?
 - b. List the visual aids which would be most effective in business presentation.
 - c. What is NOMA form?
 - d. What is a neutral English accent?
 - e. Distinguish between listening and hearing.
 - f. Define salutation in a business letter.
 - g. How skimming is different from scanning in reading comprehension?

SECTION B

- 2. Attempt any three of the following: 7 x 3 = 21**
- a. What are the components in which a text is simplified in paraphrase?
 - b. Describe in detail the approaches to listening.
 - c. What is the basic outline of an invitation letter? Draft an invitation letter with all the necessary details.
 - d. Enlist the Dos and Don'ts at the time of answering a phone call from a business client.
 - e. Explain Why the Time-Limit is important in the case of a presentation.

SECTION C

- 3. Attempt any one part of the following: 7 x 1 = 7**
- (a) Discuss with example the techniques of paragraph writing.
 - (b) Should optimization be combined with précis writing in the Indian civil service Examinations? Write a paragraph of about 150 words on the give issue.
- 4. Attempt any one part of the following: 7 x 1 = 7**
- (a) Discuss the method and strategies to be used for improving listening skills.
 - (b) What are the barriers to an effective listening? Suggest how to overcome the barriers to listening.
- 5. Attempt any one part of the following: 7 x 1 = 7**
- (a) Why it is important to satisfactorily address customer complaints? What important facts should be remembered while drafting a customer complaint letter?
 - (b) Explain the different styles of business letter layout.

6. Attempt any *one* part of the following: 7 x 1 = 7

- (a) Discuss the attitude of the following businessmen to the practice of giving gifts as mementos- (i.) Indians, (ii.) Japanese, (iii.) Germans, (iv.) Americans.
- (b) What key points of cultural difference should you keep in mind while dealing with foreign businessmen?

7. Attempt any *one* part of the following: 7 x 1 = 7

- (a) Often it is difficult to know where to begin. When you are preparing a presentation, what is the first thing you should consider and why?
- (b) How does speaking from notes differ from speaking impromptu, as a method of delivery in oral presentation?