

Program: FYBAMMC Semester: II Program Code: UGMMC01
 Course: Communication Skills in English II Course Code: NUEN201
 Duration: 1 Hour Examination Pattern: NEP-Autonomous Max. Marks: 30

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination:
REGULAR

Q. No.	Question	Marks	Course Outcome	Knowledge Level
Q. 1	Attempt either A and B or C and D from the following:	[15]	Course Outcome	Knowledge Level
(a)	Write a formal business letter of complaint to a supplier regarding delivery of damaged goods.	(8)	CO2 & CO5	L1 & L6
(b)	Write a sales promotion letter highlighting features and benefits.	(7)	CO2, CO3 & CO5	L1 & L6
	OR			
(c)	Draft a report on workplace conflict and its solutions.	(8)	CO2 & CO5	L1 & L5
(d)	Explain paraphrasing and its significance in professional writing.	(7)	CO2 & CO3	L1 & L2
Q. 2	Attempt either A and B or C and D from the following:	[15]	Course Outcome	Knowledge Level
(a)	Explain the process of organizing an effective speech and the role of visual aids in presentations.	(8)	CO2 & CO3	L1 & L3
(b)	Describe communicating effectively on online platforms.	(7)	CO1, CO3 & CO5	L1 & L2
	OR			
(c)	Discuss Cross-Cultural Communication in global environments.	(8)	CO4 & CO5	L1 & L4
(d)	Explain the Seven C's of Effective Communication with examples.	(7)	CO2 & CO3	L1 & L2

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