

Program: S.Y.B.Com. Semester: IV Program Code: UGCOM01
 Course: Business Communication Skills Course Code: NUBC401

Duration: 1 Hour Examination Pattern: NEP-Autonomous- External 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. 1 | Explain the following concepts (any FOUR). | [10] | Course Outcome | Knowledge Level |
|------|---|------|----------------|-----------------|
| (a) | Job Interview | | CO1 | L2 |
| (b) | Active Listening | | CO1 | |
| (c) | Business Etiquette | | CO1 | |
| (d) | Report | | CO3 | |
| (e) | AIDA formula | | CO3 | |
| (f) | RTI | | CO3 | |
| Q. 2 | Attempt any ONE of the following. | [10] | Course Outcome | Knowledge Level |
| (a) | Analyse the need and importance of Public Relations. | | CO1 | L4 |
| | OR | | | |
| (b) | Evaluate the Group Discussion process as a shortlisting technique. | | CO2 | L1 |
| Q. 3 | Attempt any ONE of the following. | [10] | Course Outcome | Knowledge Level |
| (a) | Draft a Sales Letter to promote the sale of a ball pen. | | CO3 | L6 |
| | OR | | | |
| (b) | On behalf of Rupesh Electronics, write a Letter of Inquiry to Omega Enterprises., asking for details of smartphones that it wishes to purchase for its store. | | CO3 | L6 |