

Program: S.Y.B.COM (A&F) Semester: IV Program Code: UGAF03

Course: Business Communication Skills - II 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)	Assessment Interview		CO1, CO2, CO3	L2
(b)	Group Discussion			
(c)	Business Report			
(d)	Fake Listening			
(e)	Publics of Public Relations			
(f)	AIDA Sales Formula			
Q. 2	Attempt any ONE of the following.	[10]	Course Outcome	Knowledge Level
(a)	Draft an RTI Letter seeking information about your Aadhar Card application that has not been processed despite having submitted the required documents one month ago.		CO3	L6
	OR			
(b)	Draft a Sales Letter to promote the sale of a gym membership.		CO3	L6
Q. 3	Attempt any ONE of the following.	[10]	Course Outcome	Knowledge Level
(a)	Explain business meals and business card etiquette in detail.		CO1	L2
	OR			
(b)	Describe in detail the barriers to good listening.		CO1	L2

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