

Program: S.Y.B.COM (MS) Semester: IV Program Code: UGMS02
 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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