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Paper Id: 1 9 9 2 2 4 **Roll No.**

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.

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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?

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