

COURSE CODE (CREDITS): 23BB1HS111 (3)

MAX. MARKS: 35

COURSE NAME: Business Communication

COURSE INSTRUCTORS: Dr Deler Singh

MAX. TIME: 2 Hours

Note: (a) All questions are compulsory.

(b) Marks are indicated against each question in square brackets.

- Q. 1 Q. 1 Draft a (i) Résumé and a (ii) cover letter for the job opening given below. While drafting the cover letter and Résumé, assume the necessary details. (CO 4) (5x2=10)
A multinational company in New Delhi is looking for fresh BBA graduates with effective communication skills for various Intern/trainee positions. The interns will manage Brand Sales, Marketing Campaigns and manage clients.
- Q. 2 Non-verbal cues contribute to the establishment of trust and rapport in intercultural interactions, but there are some body language signals and nonverbal communication patterns that may be taken either positively or negatively in different cultures. Comment on the above statement and explain the significance of Haptics, Chronemics and Artifacts in intercultural communication. (CO 5) (5)
- Q. 3 Sales letters require certain elements that help convince a customer to invest in a product or service. Keeping in mind the above statement, write a letter to potential customers to inform them about your company's launch of a new product and to convince them to buy it. If needed, assume the required information. (CO 4) (5)
- Q. 4 You have been offered a job in a reputed Business house. However, the terms of the agreement require you to travel to different locations every month for marketing purposes. You want the job, but you are not able to follow such a hectic schedule. Write an email to the HR manager, telling him you will accept the job if the travel is limited to only a certain region. (CO 5) (5)
- Q. 5 Effective business writing helps one connect with potential customers better, increasing the chances of better coordination and productivity. What are the basic principles of word selection and sentence construction that help professionals create correct and easy-to-understand documents? Substantiate your answer by giving suitable examples. (CO 3) (5)
- Q. 6 When mental well-being thrives, our quality of life improves, giving room for greater participation in community building. Write an expository essay on the importance of mental health awareness for youngsters. (CO 3) (5)