

P131/P133/AEC001/EE/20190213

Time : 3 Hours

Marks : 80

**Instructions :**

1. All Questions are Compulsory.
2. Each Sub-question carry 5 marks.
3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
4. Question paper of 80 Marks, it will be converted in to your programme structure marks.

1. Solve any **four** sub-questions.

- a) Explain the difference between a professional e-mail and a professional memo. 5
- b) What is the first - hand sources of information? 5
- c) Which are the qualities of a good leader? 5
- d) While placing a phone call, which things are necessary to take care of? 5
- e) What does good customer service mean? 5

2. Solve any **four** sub-questions.

- a) Write a note on - Using voice mail. 5
- b) What is formal documentation and informal documentation? 5
- c) Which are the necessary things for negotiating with anyone? 5
- d) How is the body language of a person who is not listening? 5
- e) Define the concept: Persuasion. 5

3. Solve any **four** sub-questions.

- a) Which things should be followed while receiving a phone call? 5
- b) What is the importance of punctuation marks? 5
- c) Why is monitoring important? 5
- d) Explain the difference between a fact and an opinion. 5
- e) What are the features of critical thinking? 5

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4. Solve any **four** sub-questions.
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| a) What is the purpose of a meeting?                                   | 5 |
| b) Write a note on - cover letter.                                     | 5 |
| c) What is the difference between traditional and adaptive techniques? | 5 |
| d) Illustrate: Subject and predicate in a sentence.                    | 5 |
| e) How to take care of cultural differences in communication?          | 5 |

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