

Examination Octo.- 2015
B.B.A. Sem. IV
Business Communication-III

code :- 4494

Time: 02:30 Hours

Total Marks 70

1) Attempt the following questions.

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1. What are the ways to learn language?
2. Define and describe the following:
 - a. Second Language
 - b. Bilingual

OR

1) Attempt the following questions.

1. 'India has its own English' – Explain with example.
2. Write an essay on socially burning issue – Child Abuse.

2) Answer the following questions.

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1. Write a note on evolution of language.
2. Define and Describe the following analogies;
 - a. Scanning
 - b. Reading is like peeling an onion.

OR

2) Answer the following questions.

1. Enlist the differences between Formality and Informality.
2. What are the differences between Writing and Speech?

3) Yes Bank writes a letter to Miss. Pooja Sharma, explaining the reason for dishonourment of the cheque. Draft a letter on behalf of Yes Bank.

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OR

3) IDFC bank writes a letter to Dr. Nisarva Pandya rejecting his proposal for loan of 10,00,000 on the basis of not having enough compensation documents. Draft a letter on behalf of IDFC bank explaining the reason for rejection.

4) Explain the leg gestures and arm barriers in detail.

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OR

4) Justify Body language as an area of scientific study.

5) 'Planning and preparation play vital role in effective presentation'- Justify.

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OR

5) What is TIPS? Explain with example.
