



## B. P. COLLEGE OF BUSINESS ADMINISTRATION

(Constituent college of Kadi Sarva Vishwavidyalaya)

MID-TERM Examination- Sept-Oct, 2013

Date: 28/09/13

SEMESTER-III

Total marks: 60

Roll No.....

SUB: Business Communication-I

Duration: 3 Hours

Q.1 Write a short notes on the given topics: [12]

1. Iswaran as a central character.
2. Importance of leader in group discussion.

Q.2 (A) Write the correct answers of the following: [06]

1. MCMXCIV= ?  
a. 1994                      b. 19915                      c. 191015                      d.1915
2. what is full form of i.e.?  
a. Id est                      b. In other words                      c. That is                      d. none
3. United Nations Children's Education Fund is known as \_\_\_\_\_.  
a. UCEF                      b. UNICEF                      d. UNCSEF                      d. none
4. CCTV – find the wrong option.  
a. Closed-circuit television                      c. Cork Community TV  
b. Clock Community TV                      d. China Central Television
5. /br'twi:n/ = ?  
a. between                      b. beat win                      c. bet vin                      d. bit-win
6. /haʊ'veə(r)/ = ?  
a. however                      b. hauve(r)                      c. hover                      d. none

Q.2 (B) Short note on Venkat Rao. [06]

**OR**

Q.2 (B) Write correct spelling from the transcription. [06]

- 1./læŋgwɪdʒ/                      2./r'nʌf/                      3./pə'litikəl/
- 4./ziərɒks/                      5./ar'di:ə/                      6./wʌns/

Q.3 (A) A Pharmaceutical Productr's Company requires Brown glass bottles of different assorted sizes; they ask Borosil Glass Works Ltd. To submit a quotation, carriage paid for the supply of 55000 bottles in a month after the order is placed. (Semi-block format) [06]

Q.3 (B) Write an order for the following books to the Book Corner, Madurai, asking for 10% discount on your purchase:( modified block format) [06]

- i. 15 nos. of Business Correspondence by S.K.Jani @ rs.150/-
- ii. 20nos. of Short Stories by H.S.Dubey @ rs. 220/-
- iii. 35 nos. of Modern Essays by P.L.Patil @ rs. 135/-

**OR**

Q.3 (A) Your neighbor has rented out their premises to an office. The place has 20 salesmen who insist on parking their vehicles in front of your gate. This is causing lot of inconvenience to your guests. Write a letter to the office- in-charge stating that you don't want to approach enforcement agencies to help you. (Block format) [06]

Q.3 (B) A company which organizes its conferences in your hotel's conference room regularly has complained about poor services during their last conference. Draft a reply from the Customer Relations Manager. (Full block format) [06]

- Q.4 (A) Explain in detail techniques of Group Discussion. [06]  
(B) How to proceed in Panel Discussion?- discuss. [06]

**OR**

- Q. 4 (A) Express in detail nature and types of group discussion. [06]  
(B) What is Panel Discussion? How to conduct it? [06]

- Q.5 (A) Insert missing punctuations. [06]

1. Judge Carswell later to be nominated for the Supreme Court had ruled against civil rights.
2. Yes, Jim said, I'll be home by ten.
3. The following are the primary colors red blue and yellow.
4. She asked, is Time a magazine you read regularly
5. Didnt you hear that theyre leaving tomorrow?
6. The hill was covered with wildflowers it was a beautiful sight.

- Q.5 (B) Give correct Transcriptions. [06]

- |               |              |            |
|---------------|--------------|------------|
| 1. Knowledge  | 2.Famous     | 3.Transfer |
| 4.Advertising | 5.Management | 6.Rout     |

**OR**

- Q.5 Write answers of the following questions. [12]

1. What were Venkat Rao's thoughts after the manager refused to give him permission to go home early?
2. Describe Iswaran's reaction after he finds his number in the list of second class.
3. In what ways did Swami try to provoke Samuel into beating him? Did he succeed?

~~~~~Best Of Luck~~~~~