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MBA(Integrated)
(SEM II) THEORY EXAMINATION 2021-22
BUSINESS ENGLISH- II

Time: 3 Hours**Total Marks: 100****Notes:**

- Attempt all Sections and Assume any missing data.
- Appropriate marks are allotted to each question, answer accordingly.

SECTION-A	Attempt All of the following Questions in brief	Marks(10X2=20)	CO	BL
Q1(a)	What are the three Paragraph Structure?			
Q1(b)	Write down about Pop Culture in Paraphrase.			
Q1(c)	What does Coherence means in writing?			
Q1(d)	Mention the elements of listening during cognitive process.			
Q1(e)	How many types of letter writing are there?			
Q1(f)	Why do we need to write complaint letters?			
Q1(g)	How do you start a fun conversation?			
Q1(h)	Discuss Howdy!			
Q1(i)	How do you make a speech interesting?			
Q1(j)	What makes a speech boring?			

SECTION-B	Attempt ANY THREE of the following Questions	Marks(3X10=30)	CO	BL
Q2(a)	How is a paragraph constructed, explain? Why is paragraph structure important?			
Q2(b)	Discuss the rules of making a Précis. How do you write Précis summary?			
Q2(c)	Explain all the parts of formal letter with example.			
Q2(d)	Why do you think is important to be understanding the people with different accents?			
Q2(e)	Elaborate the advantages of using PowerPoint over other presentation tools?			

SECTION-C	Attempt ANY ONE following Question	Marks (1X10=10)	CO	BL
Q3(a)	Discuss about Paragraph and technique of paragraph writing emphasis.			
Q3(b)	Explain Comprehension. Write down about the developmental components of listening comprehension.			

SECTION-C	Attempt ANY ONE following Question	Marks (1X10=10)	CO	BL
Q4(a)	When do you use Proposal letters? Why are proposal letters important?			
Q4(b)	Why are telephone greetings so important? Who should end the phone call first?			

SECTION-C	Attempt ANY ONE following Question	Marks (1X10=10)	CO	BL
Q5(a)	How do you begin a presentation? What are good open ended questions?			
Q5(b)	Discuss Expansion and Paraphrasing with examples. Also discuss the types of Paraphrasing.			

SECTION-C	Attempt ANY ONE following Question	Marks (1X10=10)	CO	BL
Q6(a)	Explain the major reading strategies you can use to improve your comprehension skills.			
Q6(b)	Why is a thank you letter essential? What are the tips for writing a Thank-You letter?			

SECTION-C	Attempt ANY ONE following Question	Marks (1X10=10)	CO	BL
Q7(a)	How American and British accent are different? What are the major sounds you need to master to speak with an American Accent?			
Q7(b)	What are good interactive activities for presentation? Are interactive presentations more effective?			