



DAK-010-1204006

Seat No. _____

Second Year B. H. T. M. (Sem. IV) Examination

April - 2022

4.6 : Business Communication

(New Course)

Faculty Code : 010

Subject Code : 1204006

Time : 3 Hours]

[Total Marks : 70

Instructions : (1) All questions carry equal marks i.e., 14 marks each.

(2) Question 1 & 2 are compulsory.

(3) Attempt any three questions from questions 3 to 8

1 Do as Directed :

07+07=14

(a) Fill in the blanks with an appropriate comparison form of adjective.

(i) Dad's car is much _____ than mine. (fast)

(ii) I think scuba diving is _____ than climbing (fascinating)

(iii) He thinks this test was _____ than the last one.

(difficult)

(iv) They live in a really _____ house. (beautiful)

(v) She is the _____ tennis player of the world. (good)

(vi) Susan is a _____ girl. She's much _____ than her sister.

(nice/nice)

(vii) Hotels in London are _____ than in Vienna. (expensive)

(viii) His company earned _____ money than the years before.

Little)

(B) Punctuate the following sentences :

- (i) man is mortal god is eternal.
- (ii) to err is human to forgive divine.
- (iii) bacon says reading make the a full man.
- (iv) a thing of beauty is a joy for ever its loveliness increases.
- (v) shakespeare's four great tragedies are king lear hamlet othello and macbeth.
- (vi) the two great books of nehru are the discovery of India and my autobiography.
- (vii) he wants moeny to spend on books to read horses to ride and a palatial house to live in.

2 Do as Directed :

(A) Write short notes on any **two** from the following : **02×04=08**

- (i) Business Innovations
- (ii) Parts of memo writings
- (iii) Importance of AIDA
- (iv) Parts of Newsletter.

(B) Write short notes on any **two** from the following : **02×03=06**

- (i) Importance of “Conclusion” in speech.
- (ii) Using Comma as a punctuation mark.
- (iii) Audience Knowledge.
- (iv) Part of speech.

3 Write down a formal letter of job-offer letter to the employee.

4 Write down the speech on “My Favourite Fictional Character”.

- 5 What is AIDA ? Draw the diagram and explain each part?
 - 6 Write down a Memo on : Take care of VIP guest's Privacy.
 - 7 Write down an informal letter thanking a friend for spending the holiday together.
 - 8 What is promotional writing ? Explain it with the help of an example.
-