



Seat No. _____

HM-010-1204006

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

April - 2023

4.6 : Business Communications
(New Course)

Faculty Code : 010
Subject Code : 1204006

Time : $2\frac{1}{2}$ Hours / Total Marks : 70

- Instructions :** (1) All questions carry 14 marks each.
(2) Questions 1 and 2 are compulsory.
(3) Attempt any three from que.3 to 8.

- 1** Do as directed: **14**
- (a) A questionnaire sent _____ a large group of people _____ **2**
a psychologist _____ Canada, asking what they felt about
their clothes when appearing _____ an interview.
(Fill in the blank by suing appropriate prepositions)
- (b) Good people are simple. Good people are not simpleton. **1**
(Join the sentence using appropriate conjunction)
- (c) The poem was too hard for me to understand. **1**
(Change the sentence into a complex sentence)
- (d) He bats _____ (brilliant) at number three position. **1**
(Fill in the blank with proper form of the given verb)
- (e) Use appropriate punctuation marks and capital letters **2**
wherever required.
- (i) at the grocery store the cashier said i think these appeals
are on sale i will go check for you
- (ii) without thinking the teacher announced i am not
assigning homework for the rest of the school year

- (f) I _____ leave; I am getting late. 1
(Fill in the blank with appropriate modal)
- (g) All are equal but some are more equal than others. (State 1
whether the given sentence is complex or compound).
- (h) Write the comparative and superlative forms of given 1
adjective: grey.
- (i) The crew will reach _____ destination in a week. 1
(fill in the blank with appropriate pronoun).
- (j) _____ I informed her, she did not bother to enquire about 1
your health. (Fill in the blank with conjunction)
- (k) They lost their way in _____ Sahara Desert. 1
(Fill in the blank with article).
- (l) The CEO _____ (consider) a transfer to Mumbai where 1
profits would be larger. (Fill in the blank with the correct
form of the word given in the bracket)
- (m) The official/English is/several countries/language of/of the 1
world. (Rearrange the parts of sentence to make a meaningful
sentence)

2 Do as directed: 6+8=14

- (a) Define the following : (any **three**) 2×3=6
- (i) Audience knowledge (ii) Infinitives
(iii) Pronoun (iv) Interjections
(v) Complex Sentence.
- (b) Write short notes on the following topics: (any **two**) 4×2=8
- (i) MEMO (ii) Types of adverbs
(iii) Importance of AIDA (iv) Parts of Newsletter

3 Do as directed: 7+7=14

- (a) Define Adjective and explain grammatical constructions 7
using for comparing adjectives.
- (b) What is speech writing ? How to write a good speech? 7

- 4 What is a Newsletter? Explain the purpose and importance of a newsletter.
 - 5 Write down the speech of not more than 250 words on either ‘Environment conservation’ **OR** ‘Social Media” Bane or Boon’?
 - 6 Scenario: Your company’s employees have not arrived on time for work in recent months. The alarming trend has been noted by your general manager, who has asked you, the HR manager, to address it immediately.
Task : Write a MEMO to your company staff. Ensure that your message is clear, concise, courteous and complete.
 - 7 You are planning to get your entire restaurant renovated. Write a letter to XYZ company to send design catalogues to your address along with the price quotes so that you may finalize a budget and a designer.
 - 8 define MOALS, explain the structure, and discuss each MODAL with the help of examples.
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