

CS/BBA(N)/EVEN/SEM-2/BBAN-201(N)/2018-19

- iii) The communication path is circuitous. What is the meaning of 'Circuitous' here ?
- a) Begins & ends with the sender
 - b) Begins with the receiver & ends with the sender
 - c) Begins & ends with the receiver
 - d) None of these.
- iv) A person who seeks the welfare of others is called a
- a) Philanthropic
 - b) Social Worker
 - c) Predicament
 - d) Protagonist.
- v) He takes his brother so much that I got confused. <http://www.makaut.com>
- a) in
 - b) care
 - c) after
 - d) off.
- vi) The flow of information between persons of same hierarchical level is known as
- a) formal communication
 - b) oral communication
 - c) group discussion
 - d) horizontal communication.
- vii) Poor vocabulary is an example of a/an barrier of communication.
- a) semantic
 - b) psychological
 - c) physical
 - d) organizational.
- viii) Any presentation is made effective, if the speaker
- a) does not establish eye contact.
 - b) uses short phrases to speak clearly and distinctly
 - c) does not allow the audience to ask questions
 - d) speaks in a low monotonous voice.

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

- f. What is sales letter ? What are the key features of sales letter ? Assume that you are the sales Promotion officer of LG. Write a sales letter promoting the sale of LG air conditioners to be distributed to Prospective LG customers. Include the following offers in your letter :
- Buy an LG Air conditioner and get gifts worth Rs. 8,000.
- > Microwave worth Rs. 5,990
 - > Microwave Cookware Rs. 1,000
 - > 0% finance.

Scratch the LG Cup Card with guaranteed free gifts worth over Rs. 5 crore + 7 years warranty. $2 + 3 + 10$

8. Write a collection letter to one of your regular customers, an absent-minded professor, whose dues for purchase of books have not been settled in spite of repeated reminders.
9. In an advertisement published in The Times of India on 25.05.2019, Tata Iron and Steel has advertised for the post of Management Trainees in the area of H.R. Write a solicited letter applying for the job along with your CV addressing the HR Manager.
10. Explain the roles of eyes, hands and postures in body language. Do you think grooming can develop communication skill ?
11. What is a power point presentation ? What are the steps of conducting an effective power point presentation ?