

2408000602040003
EXAMINATION FEBRUARY-MARCH 2024
BACHELOR OF COMMERCE (SECOND SEMESTER) (NEP)
MDC - BUSINESS & CORPORATE ENGLISH - THEORY AND
PRACTICE- II - LEVEL 4

[Time: As Per Schedule]

[Max. Marks: 50]

Instructions:

1. Fill up strictly the following details on your answer book

- a) Name of the Examination : **BACHELOR OF COMMERCE (SECOND SEMESTER) (NEP)**
 - b) Name of the Subject : **MDC - BUSINESS & CORPORATE ENGLISH - THEORY AND PRACTICE- II - LEVEL 4**
 - c) Subject Code No : **2408000602040003**
2. Sketch neat and labelled diagram wherever necessary.
 3. Figures to the right indicate full marks of the question.
 4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer the following multiple choice questions. (Any ten)

10

1. While communicating globally, one need to refine his/her _____.
 - a. Functional knowledge about attributes of various culture.
 - b. Chronological knowledge.
 - c. Traditional knowledge.
 - d. None of the above.
2. What play a vital role in making communication effective?
 - a. Jewellery
 - b. Clothes
 - c. Glasses
 - d. Hair style
3. Which language is unanimously accepted as a global language for all business and professional transaction?
 - a. Chinese
 - b. Spanish
 - c. English
 - d. French
4. There are smaller groups of people sharing common habits, lifestyle and beliefs, these are called _____.
 - a. Multiculture
 - b. Main stream
 - c. Subculture
 - d. Megaculture

5. What has revolutionized the world and changed it to a global village?
- a. Technology
 - b. Politics
 - c. Culture
 - d. Languages
6. Apart from globalization and the multicultural workforce _____ have also played a significant role in the increasing intercultural interaction.
- a. technological advancement and faster modes of communication.
 - b. technological advancement.
 - c. faster modes of communication.
 - d. personal contacts.
7. _____ is a set of attitudes, values and beliefs?
- a. Culture
 - b. Progress
 - c. Communication
 - d. Technology
8. The belief in the superiority of one's own race is known as _____?
- a. Ethnocentrism
 - b. Monocentrism
 - c. Stereocentrism
 - d. Overcentrism
9. Non-verbal communication includes the use of _____.
- a. Eye contact
 - b. Facial expression
 - c. Gesture
 - d. All of the above
10. Why do people emigrate to abroad?
- a. For travelling
 - b. For shopping
 - c. For better earning opportunities
 - d. For communication
11. The growing multicultural workforce has increased the significance of _____.
- a. intercultural communication.
 - b. cultural communication.
 - c. verbal communication
 - d. non verbal communication.
12. Which country is known as a colorful country?
- a. India
 - b. Africa
 - c. France
 - d. Asia

Q.2 What does formal communication mean? Describe the types of formal communication. **14**

OR

What is computer media? How does computer media useful? **14**

Q.3 (A) Write short notes on the following topics. (Any one) **7**

1. Non-verbal communication while presenting.
2. E-Banking communication.

(B) Write emails on the following topics. (Any one) **7**

1. CEO of a corporate asks the sales department of a company to submit its report of the last 3 months.
2. The head of the purchase department of a corporate post an email to the head of the H.R. department to appoint an accountant for the vacant post in the purchase department.

Q.4 Prepare presentations on the following topics. (Any one) **12**

1. For launching a new electronic item by your company.
2. Working style of a company.
