

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – June, 2021

Program: BA-Eco(H)
Subject/Course: Business Communication
Course Code: HUMN1002

Semester : II
Max. Marks: 100
Duration : 3 Hours

Instructions:

1. The student must write *his/her name and enrolment no.* in the space designated above.
2. Section A: **Type the Answer** question type. Students while answering will be shown a **text box** to type their answers
3. Section C & D: **Scan and Upload** question type. students are expected to write on a **plain white A4 answer** sheets and upload the snapshot of the answer
4. **STUDENTS ARE REQUIRED TO MENTION THEIR NAME, ROLL NO & PROGRAM ON EACH SHEET**
5. Students are expected to *mention correct question numbers* while answering them on Plain white A4 Answer Sheet.

Note : Attempt All Sections

	Section-A Each question carries 5 marks Instruction: Choose the correct answer/Complete the statement	CO
Q.1	Appropriate salutation for an application is _____ a) My Dear Sir. b) Sir. c) Dear Sir. d) Sir Mr. X.	CO1
Q.2	A collection letter is associate with _____ a) Debtors. b) Creditors. c) Company. d) Customers.	CO1
Q.3	_____ may be less important for small business a) Letter-writing. b) Telephone. c) E-mail. d) Fax.	CO1
Q.4	Business letter must possess the quality of _____ a) Coherence.	CO1

	<ul style="list-style-type: none"> b) Incompleteness. c) Faultiness. d) Jargons. 	
Q.5	<p>Conciseness of message refers to:</p> <ul style="list-style-type: none"> a) Brevity b) Specificity c) Crispness d) Comprehensiveness 	CO1
Q6.	<p>Curriculum vitae is known as-</p> <ul style="list-style-type: none"> a) Personal profile b) Personal data sheet c) Qualification sheet d) All the above 	CO1
	<p>Section-B</p> <p>Each question carries 10 marks</p> <p>Instruction: Write short/brief notes</p>	
Q7.	The mobile you have bought from an online store is not working properly. Write a letter of complaint to the online store.	CO3
Q8.	You used net banking to purchase watch from Amazon, the money is debited from your bank but the site says "Transaction failed". Write an email to Amazon stating the problem with details.	CO3
Q9.	What guidelines should be followed by an individual taking effective part in a group discussion	CO2
Q10.	Elaborating the characteristics of a good report discuss it's implementation in Business world	CO2
Q11.	Draft an application letter for the post of Analyst in a MNC.	CO4
	<p>Section-C</p> <p>Question carries 20 marks</p> <p>Instruction: write long answer</p>	
Q12.	Write a project proposal for starting a new business of your choice.	CO4