**FYUGP B.COM COMMERCE & TOURISM AND TRAVEL STUDIES**

**Semester II**

**UK2AECENG104 BUSINESS COMMUNICATION II**

**Part A. Objective Type Questions (1 Mark)**

1. Who is the author of *Crazy English*?
2. What does the term "networking" mean in a business context?
3. Define 'tact' in communication.
4. What is meant by diplomacy?
5. What is a glass ceiling?
6. Name one barrier faced by women in the workforce.
7. Mention any one networking skill.
8. Who is Indra Nooyi?
9. State one reason why professional writing is important.
10. What is the purpose of a business proposal?
11. Define 'netiquette'.
12. What is e-commerce?
13. Mention one platform used for virtual communication.
14. What do you mean by role play?
15. Name a common environmental concern for businesses.
16. What is ‘assertiveness’ in communication?
17. Who wrote the article *7 Networking Skills*?
18. What is a practicum?
19. Give one example of unethical business behavior.
20. Define interpersonal communication.

**Part B. Two – three Sentences Questions (2 Marks)**

1. What are the features of an effective networker?
2. Explain the concept of a glass ceiling with one example.
3. How is assertiveness different from aggression?
4. Define professional writing and its relevance in business.
5. List two advantages of using diplomacy in communication.
6. Mention two key takeaways from Indra Nooyi’s speech.
7. Describe two challenges women face in the workplace.
8. What are the qualities of a good business proposal?
9. What is the role of netiquette in email communication?
10. Write two rules of etiquette in online meetings.
11. What are the components of effective virtual communication?
12. How does role play help in improving communication skills?
13. Name two ethical concerns in e-commerce.
14. Explain the term “business etiquette” with an example.
15. Mention two benefits of structured networking in professional spaces.
16. What is the importance of environmental concerns in business?
17. Differentiate between virtual and interpersonal communication.
18. How does poor communication affect team productivity?
19. Why is listening important in a networking scenario?
20. What is meant by gender equity in workplace communication?

**Part C. Short Answer Questions (4 Marks)**

1. Summarize *Crazy English* by Richard Lederer and its message.
2. Explain any four effective networking skills with examples.
3. Discuss the importance of tact, diplomacy, and assertiveness in workplace communication.
4. Describe the concept of glass ceiling and suggest ways to break it.
5. Analyze Indra Nooyi’s talk on breaking the glass ceiling – key points and personal reflections.
6. Explain how debates and role plays enhance communication in a business environment.
7. Discuss the barriers women face in achieving financial independence and leadership.
8. How does professional writing contribute to organizational success?
9. Describe the structure and key elements of a business proposal.
10. Outline the ethical challenges in e-commerce and ways to overcome them.
11. Write a short note on digital etiquette and its relevance in today’s business world.
12. Compare and contrast interpersonal and virtual communication with examples.
13. Explain how cultural differences affect business interactions (with role play context).
14. Evaluate the relevance of environmental concerns for modern businesses.
15. Discuss the importance of communication in addressing gender issues at the workplace.
16. Reflect on how effective communication can reduce workplace conflicts.
17. Describe a scenario of poor business communication and suggest improvements.
18. Draft a brief business proposal on behalf of a start-up seeking funding.
19. Explain the significance of empathy and respect in business communication.
20. Assess how technology has transformed communication practices in professional settings.