

B.B.A. Semester - 4 (NEP-2020) Examination**March/April-2026****ENG: Managerial Communication (Ability Enhancement Course)****Time: 1:00 Hours****Marks: 25****Instructions:**

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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Que. 1 You came across an advertisement for the post of *Accounts Executive* in a (10)
reputed company. Write an email applying for the post, highlighting your
qualifications and experience.

OR

Que. 1 Explain the importance of an impressive resume. Discuss the essential
characteristics that make a resume effective and appealing to employers.

Que. 2 What are presentation skills? Discuss their importance in professional and (10)
academic life.

OR

Que. 2 As the master of ceremonies, draft a welcome speech to inaugurate a college
function in the presence of a Chief Guest.

Que. 3 Attempt a Short Note. (Any One) (05)

- 1) Introduction to Notice
- 2) Importance of Group Discussion
