

Satyug Darshan Institute of Engineering & Technology, Faridabad

Department of Management Studies

Academic year 2025-26

Programme: BBA IIFSB	Year & Semester: 2026 & 4th
Course Name: Effective Corporate Communication	Course Code: AEC-103-N3
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UNIT I: Writing Skills and Basics of Grammar

Short Answer Questions

Q.No.	Question	KL
1	Identify rules governing subject–verb agreement.	KL1
2	State common errors related to tense and verb usage.	KL1
3	List characteristics of a good paragraph.	KL1
4	Identify the role of idioms and proverbs in written communication.	KL1
5	State types of figures of speech used in writing.	KL1

Long Answer Questions

Q.No.	Question	KL
1	Explain principles of sentence correction with suitable illustrations.	KL2
2	Discuss composition and structure of an effective paragraph.	KL2
3	Analyze the role of tense consistency in formal writing.	KL3
4	Explain the significance of idioms, proverbs, and literary tropes in communication.	KL2
5	Discuss the impact of figures of speech on written expression.	KL2

UNIT II: Technical Writing and Reports

Short Answer Questions

Q.No.	Question	KL
1	State the components of SPSE structure.	KL1
2	Identify elements of IMRD structure.	KL1
3	List types of reports used in organizations.	KL1
4	Define hedging and nominalization in technical writing.	KL1
5	State the purpose of agenda and minutes of meeting.	KL1

Long Answer Questions

Q.No.	Question	KL
1	Explain the structure and relevance of technical reports.	KL2
2	Discuss types and structure of a long report.	KL2
3	Analyze the role of hedging and nominalization in formal documents.	KL3
4	Explain the significance of memos and business letters in organizations.	KL2
5	Discuss the effectiveness of presentations in professional communication.	KL2

UNIT III: Drafting Proposals and Essays

Short Answer Questions

Q.No.	Question	KL
1	State the structure of an essay.	KL1
2	Identify different types of essay writing.	KL1
3	List features of argumentative essays.	KL1
4	Define synopsis writing.	KL1
5	State the purpose of comparison and contrast techniques.	KL1

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Long Answer Questions

Q.No.	Question	KL
1	Explain the transition from essays to proposals.	KL2
2	Discuss types of essays with suitable structures.	KL2
3	Analyze the role of reading and comprehension in proposal drafting.	KL3
4	Explain techniques of definitions, comparisons, and contrasts in writing.	KL2
5	Discuss the importance of proposal presentations in professional contexts.	KL2

UNIT IV: Proposal Presentations

Short Answer Questions

Q.No.	Question	KL
1	State objectives of proposal presentations.	KL1
2	Identify key components of an effective proposal.	KL1
3	List stages involved in drafting proposals.	KL1
4	State features of persuasive presentation skills.	KL1
5	Identify common challenges in proposal delivery.	KL1

Long Answer Questions

Q.No.	Question	KL
1	Explain the process of drafting professional proposals.	KL2
2	Discuss strategies for effective proposal presentations.	KL2
3	Analyze factors influencing audience engagement during presentations.	KL3
4	Explain techniques for persuasive proposal delivery.	KL2
5	Discuss the role of proposal presentations in corporate communication.	KL2