

# Satyug Darshan Institute of Engineering & Technology, Faridabad

## Department of Management Studies

Academic year Jan-June 2026

|                                                       |                                          |
|-------------------------------------------------------|------------------------------------------|
| <b>Programme:</b> BBA GEN                             | <b>Year &amp; Semester:</b> II / Sem -IV |
| <b>Course Name:</b> Effective Corporate Communication | <b>Course Code:</b> AEC-103-N3           |
| <b>Prepared by:</b> Ms. Shalaka. O. Tanwar            |                                          |

### UNIT I: Writing Skills and Basics of Grammar

#### Short answer questions

| Q.N. | Question                                 | KL |
|------|------------------------------------------|----|
| 1    | Define Subject-Verb Agreement.           | 1  |
| 2    | Explain sentence correction.             | 2  |
| 3    | Define sentence correction.              | 1  |
| 4    | State common errors in tense–verb usage. | 1  |
| 5    | What is a paragraph?                     | 1  |
| 6    | List any two figures of speech.          | 1  |

#### Long answer questions

| Q.N. | Question                                                                   | KL |
|------|----------------------------------------------------------------------------|----|
| 1    | Explain the rules governing subject–verb agreement with examples.          | 2  |
| 2    | Discuss the composition and characteristics of a good paragraph.           | 2  |
| 3    | Explain tense consistency in written communication.                        | 2  |
| 4    | Discuss the role of idioms and proverbs in effective writing.              | 2  |
| 5    | Explain literary tropes and figures of speech with suitable illustrations. | 2  |

### UNIT II: Technical Writing and Reports

#### Short answer questions

| Q.N. | Question                              | KL |
|------|---------------------------------------|----|
| 1    | Explain SPSE structure.               | 2  |
| 2    | Explain IMRD structure.               | 2  |
| 3    | Define a memo.                        | 1  |
| 4    | Define MoM.                           | 1  |
| 5    | Explain hedging in technical writing. | 2  |

#### Long answer questions

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| Q.N. | Question                                                                              | KL |
|------|---------------------------------------------------------------------------------------|----|
| 1    | Explain SPSE and IMRD structures used in technical writing.                           | 2  |
| 2    | Discuss types of reports and structure of a long report.                              | 2  |
| 3    | Explain the importance of hedging and nominalization in reports.                      | 2  |
| 4    | Discuss the format of business letters with reference to quotation and placing order. | 2  |
| 5    | Explain the case study method and its significance in business communication.         | 2  |

## UNIT III: Drafting Proposals and Essays

### Short answer questions

| Q.N. | Question                       | KL |
|------|--------------------------------|----|
| 1    | Define proposal writing.       | 1  |
| 2    | Define an argumentative essay. | 1  |
| 3    | Explain synopsis writing.      | 2  |
| 4    | Explain expository writing.    | 2  |
| 5    | Define nominalization.         | 1  |

### Long answer questions

| Q.N. | Question                                                  | KL |
|------|-----------------------------------------------------------|----|
| 1    | Explain the structure of an essay.                        | 2  |
| 2    | Discuss different types of essays with examples.          | 2  |
| 3    | Explain the process of drafting proposals.                | 2  |
| 4    | Discuss techniques of comparison and contrast in writing. | 2  |
| 5    | Explain proposal presentations and their significance.    | 2  |

## UNIT IV: Exercises in Proposal Presentations

### Short answer questions

| Q.N. | Question                                       | KL |
|------|------------------------------------------------|----|
| 1    | Explain visual aids.                           | 2  |
| 2    | Define persuasive presentation                 | 1  |
| 3    | Explain proposal presentation.                 | 2  |
| 4    | State the objectives of proposal presentation. | 1  |
| 5    | Define audience analysis.                      | 1  |

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## Long answer questions

| Q.N. | Question                                                               | KL |
|------|------------------------------------------------------------------------|----|
| 1    | Explain the steps involved in drafting proposals.                      | 2  |
| 2    | Discuss techniques for effective proposal presentation.                | 2  |
| 3    | Explain the role of communication skills in persuasive presentations.  | 2  |
| 4    | Discuss common challenges faced during proposal presentations.         | 2  |
| 5    | Explain how confidence and clarity enhance presentation effectiveness. | 2  |