

SET - 1
Sample Question Paper
Restructured CSEET
Business Communication
Paper 1

Time allowed: 3 hours

Maximum Marks: 100

Note: Q.No.1 is compulsory. Answer any 5(five) questions from Q.No.2 to Q.No.8

Question 1

(a) A big corporate event is being planned by PQR Corporation. To divide work and guarantee efficient execution, the event manager collaborates with team members from several departments. Simultaneously, the manager discusses agreements, contracts, and requirements with outside clients and vendors. In order to solve problems and effectively manage duties, employees at the same level often speak and work together.

Identify the types of business communication involved in this situation.

(5 Marks)

(b) In a team meeting, the manager shares a new project plan. Some employees get distracted and do not listen closely, so they misunderstand their tasks and make mistakes. Afterwards, the manager offers advice on how to stay focused, ask questions, and repeat key points to help everyone understand better.

- i Why are listening skills important in this situation?
- ii What are some ways employees can practice listening more effectively?

(5 Marks each)

(c) Public Relations (PR) is essential for shaping a company's image and maintaining stakeholder relationships. Explain the importance of PR in business and discuss its key functions.

(5 Marks)

Question 2

(a) Micro, Small, and Medium Enterprises (MSMEs) are a critical part of India's economy. They act as the backbone of economic growth, providing employment, promoting entrepreneurship, and contributing significantly to the country's GDP and exports. According to recent data, India has over 63 million MSMEs, employing more than 110 million people across both urban and rural areas. These enterprises operate in manufacturing, services, handicrafts, and small-scale industries. MSMEs are especially important for employment generation. Unlike large industries, MSMEs require less capital investment but can create a large number of jobs. Many people in rural and semi-urban areas, including those with limited formal education, find meaningful employment in these enterprises. By doing so, MSMEs help reduce poverty and promote inclusive economic growth. They also encourage entrepreneurship, allowing individuals to start their own businesses with relatively small investments.

The Indian government provides extensive support to MSMEs through various policies, schemes, and programs. For instance, the Prime Minister's Employment Generation Programme (PMEGP) offers financial assistance to new entrepreneurs to set up micro-enterprises. The Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) provides collateral-free loans to help small businesses access capital. Additionally, initiatives like Stand-Up India promote entrepreneurship among women and marginalized communities, while the Udyam Registration portal simplifies the process of registering MSMEs.

MSMEs also play a vital role in India's export sector. They produce goods such as textiles, leather products, handicrafts, machinery, chemicals, and processed food. In fact, MSMEs account for around 48% of India's total exports, helping the country earn foreign exchange and strengthen its global trade position. States like Gujarat, Maharashtra, Tamil Nadu, and Karnataka are known for their thriving MSME clusters that specialize in sectors such as textiles, electronics, and leather. Despite their importance, MSMEs face several challenges. Many small enterprises struggle with inadequate access to capital, outdated technology, lack of skilled labor, and difficulty in reaching international markets. These challenges can limit growth and reduce competitiveness. To address these issues, the government promotes digitalization of business operations, skill development programs, and startup incubation centers. Programs such as the MSME Champions Scheme help enterprises upgrade technology, improve quality standards, and expand into new markets.

MSMEs also contribute to sustainable development in India. Many small enterprises focus on eco-friendly manufacturing processes, waste reduction, and renewable energy use. By generating local employment, promoting rural development, and reducing migration to cities, MSMEs help in balanced regional growth.

In conclusion, MSMEs are crucial for India's economic and social development. They generate employment, boost exports, foster entrepreneurship, and promote inclusive growth. With continued government support, innovation, and access to technology, MSMEs in India have the potential to drive sustainable economic growth and strengthen the nation's economy for the future.

(i) Which of the following best explains why MSMEs are considered the backbone of India's economy?

- a. They export more than large industries.
- b. They generate employment, promote entrepreneurship, and contribute significantly to GDP.
- c. They require no government support.
- d. They operate only in rural areas.

(ii) If an MSME fails to access international markets, which of the following could be a consequence?

- a. It stops contributing to employment.
- b. It cannot contribute to exports significantly.
- c. It loses government recognition.
- d. It cannot exist domestically.

(iii) Which of the following pairs is correctly matched?

- a. PMEGP – Collateral-free loans
- b. CGTMSE – Skill development
- c. Stand-Up India – Entrepreneurship among women and marginalized communities
- d. Udyam Registration – Mass tree plantation

(iv) Which statement is correct regarding MSMEs' contribution towards balanced regional growth?

- a. MSMEs only employ educated youth in cities.
- b. MSMEs reduce rural-to-urban migration and provide income locally.
- c. MSMEs have no role in rural development.
- d. MSMEs depend entirely on government jobs.

(v). Select the sentence with correct grammar and meaning:

- a. MSMEs contributes significantly to India's exports and employment.
- b. MSMEs contribute significantly to India's exports and employment.
- c. MSMEs contributing significantly to India's exports and employment.
- d. MSMEs contributed significantly to India's exports and employment.

(vi). Choose the sentence with the correct article usage:

- a. MSMEs are backbone of India's economy.
- b. MSMEs are the backbone of India's economy.
- c. MSMEs are a backbone of the India's economy.
- d. The MSMEs are backbone of India's economy.

(vii) Fill in the blank with the correct preposition:

The Indian government provides extensive support ___ MSMEs through various policies, schemes, and programs.

- a. at
- b. for
- c. to
- d. on

(viii) Which of the following challenge is faced by MSMEs?

- a. Lack of capital
- b. Difficulty in accessing digital tools
- c. International trade restrictions
- d. All of the above

(ix) If a small enterprise receives a loan under CGTMSE, what is unique about this loan?

- a. It must be repaid in 1 year.
- b. It can be used only for exporting goods.
- c. It is given only to large industries.
- d. It requires no collateral.

(x) Which of the following statements is correct?

- a. MSMEs are vital only for urban industrial growth.
- b. MSMEs help in sustainable and inclusive development by generating local employment.
- c. MSMEs operate only with government subsidies.
- d. MSMEs contribute nothing to India's GDP.

(1 Mark each)
(Total 10 Marks)

(b) With the increase of remote work, virtual meetings have become a crucial aspect of business communication. What are the most common types of virtual meetings used in organizations?

(6 Marks)

Question 3

- (a) i. What does the idiom "*To take a leap in the dark*" mean?
- To jump from a high place without looking
 - To take a risky action/step in the hope that it is right
 - To explore a dark room carefully
 - To make a calculated and safe decision after proper planning
- ii. What does the proverb "*One swallow does not make a summer*" mean?
- One bird cannot change the weather
 - Summer always starts when the first swallow appears
 - One small effort is enough to achieve great success
 - A single positive event or sign does not mean that a period of good fortune or success has begun
- iii. What does the phrase "*apropos*" mean?
- Against or in opposition to something
 - Suddenly or without warning
 - with reference to
 - In a polite or formal manner
- iv. Choose the correct spelling of the word:
He showed great _____ in handling the crisis.
- resillience
 - resilence
 - resilience
 - resiliance
- v. His behaviour was very rude and completely _____ for a formal meeting.
- inappropriate
 - illappropriate
 - unappropriate
 - disappropriate
- vi. Choose the sentence with the correct use of adjective:
- She is more taller than her sister.
 - This is the most unique painting in the gallery.
 - He is the tallest boy in the class.
 - The movie was very interesting and excited.
- vii. _____ it was raining heavily, we decided to go out.
- Because
 - Although
 - despite
 - And
- viii. What is the full form of "*ATM*"?
- Automatic Time Machine
 - All Time Money
 - Advanced Transfer Mode
 - Automated Teller Machine

(8 Marks)

(b) Explain the types of Communication Barriers faced by employees in an organisation.

(4 Marks)

(c) An agenda is a list of items to be discussed at a formal meeting. Explain the contents and features of Agenda.

(4 Marks)

Question 4

(a) VividBite Private Limited, a company based in Pune, maintains a current account with XYZ Bank, Tilak Nagar Branch. During a routine review of its bank statement, Mr. Anmol, Finance Manager came across an unauthorized transaction in the bank account of the Company amounting to Rs.1,00,000 on 06 April 2026 through an online transfer.

(i) As the Finance Manager of the company, draft a formal letter to the Branch Manager of the bank for reporting the fraudulent transaction, requesting immediate investigation and redressal.

(ii) Explain the Essentials of a Good Business Letter.

(6+4=10 Marks)

(b) Draft an office memorandum informing employees about the compliance with environment sustainability practices in office operations.

(6 Marks)

Question 5

(a) Evaluate impact of Social Media Communication by stating its Merits and Demerits.

(4 Marks)

(b) Courtesy in the workplace is not just about formal smiles or following strict rules; it is about showing genuine respect to others. Explain

- i Why practicing genuine courtesy is important in professional interactions?
- ii Explain the Tools of Courtesy at workplace.

(4+4=8 Marks)

(c) What is the Email Policy of Government of India, 2024 and what are its main provisions regarding official email usage by government employees?

(4 Marks)

Question 6

(a) (i) Rearrange the following sentences in the proper sequence to form a meaningful paragraph.

- A. He invited the King to see his horse collection.
- B. The King liked the collection and bought all the horses.
- C. Once a rich man bought a large number of horses.
- D. The rich man became very famous for his horses.

- a. C A B D
- b. A C D B
- c. C D A B
- d. B A C D

(ii) Choose the option that eliminates the redundancy: "The reason why he was absent is because he was sick."

- a. The reason why he was absent is due to he was sick.
- b. The reason he was absent is because he was sick.
- c. He was absent because he was sick.
- d. Why he was absent is because he was sick.

(iii) She will sing a song at the party. (Change the voice.)

(iv) A book or paper written by hand. (Choose the correct word)

- a. Manuscript
- b. Transcript
- c. Autobiography
- d. Biography

(v) Fill in the blanks with correct words:

The government is planning to _____ strict laws to _____ corruption in the country.

- a. put – decrease
- b. introduce – curb
- c. apply – disallow
- d. ignore – stop

(vi) Some action, normally the payment of money, taken where there is no legal necessity to do so but where some moral obligation is recognised as _____

(Ex-Gratia/ Ex-Parte)

(1 Mark each)
(Total 6 Marks)

(b) Match the term with its correct definition:

Term		Definition	
1.	Indemnity	a.	An order sent to the agent to buy goods. It may mention specific goods or source from which to procure. Alternatively, it may be left to the agent.
2.	Indent	b.	An increase in money supply without a corresponding increase in production. This leads to an increase in prices.
3.	Indenture	c.	A contractual obligation to compensate some other person in the event that a loss is suffered by them for a specified cause.
4.	Inflation	d.	It is an order of the court directing a person to act or refrain from acting in a certain manner. Injunctions are often issued to prevent people from harming others.
5.	Injunction	e.	It is deed signed between two or more parties as opposed to one made by a single party.

(5 Marks)

(c) Management Information System (MIS) is a system that helps management in the process of decision making. Explain the elements of MIS in brief.

(5 Marks)

Question 7

(a) The Management of Amultech Pvt Ltd has decided to start a “Green Initiative Week” to promote environmental awareness, including activities like tree planting, recycling drives, and energy-saving workshops. As the HR Manager, draft a notice to all employees announcing the event, specifying the dates, activities, and encouraging participation

(6 Marks)

(b) ABC Limited recently implemented a new employee training program. Management has requested a report evaluating the program’s effectiveness, including employee feedback, improvements in performance, and suggestions for future training sessions. Draft a professional business report that clearly presents your findings and recommendations.

(6 Marks)

(c) Today, e-mail stands as a central component of business communication, both within business enterprises and between business enterprises. Accordingly explain the features of Email.

(4 Marks)

Question 8

(a) The Board of Directors of THLC Ltd. held a meeting on 15th March 2026 at 11:00 AM to discuss:

- Approval of minutes of the previous meeting.
- Review of new product launched last month.
- Appointment of Compliance officer.
- Any other business.

Draft the Minutes of the Board Meeting.

(6 Marks)

(b) Mr. XYZ is the administrative officer at TikTok Limited. He wants to order the following stationary items in bulk from Ganesha Enterprises:

Pens	50 Packets
Notepads	100
Box files	50
Sticky Notes	100
Envelopes	5 Packets

He wants to write an E-mail for requesting a quotation for the same but is not clear about the contents of the E-Mail. Draft a sample E-mail for Mr. XYZ.

(6 Marks)

(c) In an organization, members contact each other and the pattern of contacts or flow of information is the communication network. In light of this briefly explain the types of Communication Networks.

(4 Marks)