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Total Number of Pages: 02

B.Tech
HM3102

2nd Semester Back Examination 2015-16
BUSINESS COMMUNICATION IN ENGLISH

BRANCH: ALL

Time: 3 Hours

Max Marks: 70

Q.CODE: W629

Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.

- Q1** Answer the following questions: **(2 x 10)**
- a) Acculturation is a part of _____ communication.
 - b) The communication that takes place between colleagues of the same level in an organization is known as _____.
 - c) What are the characteristics of a democratic leader?
 - d) Give an example of building a rapport with the audience.
 - e) Give an example of a topic sentence for a situation involving an accident.
 - f) Write bias-free alternative for the following words: Hero, Headmaster.
 - g) Make sentences from the following words: Tolerance, Terrorism
 - h) Give an example of informal communication in an organizational set-up.
 - i) What are the don'ts in a Group Discussion?
 - j) Combine two sentences using the clause 'not only but also.'
- Q2** a) Explain the different channels of communication that exist in the Business world. Give examples. **(5)**
- b) Expand the following sentence into a suitable paragraph: "Plant one tree and save generations." **(5)**
- Q3** a) Differentiate between Coherence and Cohesion. **(5)**
- b) Write an e-mail to your friend informing him about an off campus interview scheduled next week. **(5)**
- Q4** What is the importance of Reading skills? What are the different sub-skills of reading? Explain with examples. **(10)**

Q5 a) Read the following paragraph and answer the questions. **(5)**

"We are said to be headed towards a wired future. But that could equally be a weird future, going by what some tech entrepreneurs and artificial intelligence visionaries are saying about it. It's going to get a lot weirder than self-driving smart cars. Elon Musk, who co-founded Paypal and started the Tesla electric car company and thus has a track record of delivering on ambitious projects- also set up the SpaceX Company, whose ultimate goal is to colonize Mars. He's just announced, at this year's Code conference in Los Angeles, plans to send the first manned mission to Mars as early as 2024. Moreover cargo flights to Mars are also planned every two years, keeping in mind that a habitation on Mars will require regular supplies from earth."

- i) What is the author speaking about in the lines?
- ii) Write a heading for the paragraph.
- iii) What is the ultimate goal of SpaceX Company?

b) What is the role of soft-skills in a professional's life? Explain the different soft-skills component with examples. **(5)**

Q6 a) Write a report regarding the recently concluded annual cultural function in your college. Use proper format for writing the report. **(5)**

b) Prepare a group discussion for 5 candidates on the topic: "Shortage of water can lead to World war III." **(5)**

Q7 a) Write a memo to all the staff regarding maintaining cleanliness in the office premises. **(5)**

b) How would you prepare for an interview? Elaborate with details. **(5)**

Q8 Write short notes on any two: **(5 x 2)**

- a) Scanning
- b) Making Predictions
- c) Team Skills
- d) Interpersonal skills