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Total Number of Pages: 02

**B.TECH**  
**15HM3102**

**2<sup>nd</sup> Semester Regular Examination 2015-16**  
**BUSINESS COMMUNICATION**

**BRANCH: ALL**

**Time: 3 Hours**

**Max Marks: 100**

**Q.CODE:W628**

**Answer Part-A which is compulsory and any four from Part-B.**  
**The figures in the right hand margin indicate marks.**

**Part – A (Answer all the questions)**

**Q1** Answer the following questions with filling the blanks: **(2 x 10)**

- a) Stereotyping is an example of \_\_\_\_\_ communication.
- b) Give an example of open ended question in an interview.
- c) The communication that takes place between the boss and the subordinates in the organization is known as \_\_\_\_\_ communication.
- d) Topic sentence is \_\_\_\_\_? i) the sentence which is most important in the paragraph, ii) the sentence which begins the paragraph, iii) the sentence which ends the paragraph, iv) the sentence containing the gist of the paragraph.
- e) Stylistic variation in writing is \_\_\_\_\_. i) variation in style, ii) variation in approach, iii) variation in genre, iv) All the three.
- f) The four P's of presentation skills are preparing, practicing, presenting and \_\_\_\_\_.
- g) Business communication is basically \_\_\_\_\_ in nature. i) professional, ii) informal, iii) formal, iv) specific.
- h) Grapevine communication is \_\_\_\_\_ in nature.
- i) The most important characteristic of presentation is \_\_\_\_\_.
- j) What is the most important characteristic of business communication?

**Q2** Answer the following questions: **Short answer type** **(2 x 10)**

- a) Make the sentence bias-free. 'Everyone should help the blind man.'
- b) Name different types of leader. Give one example from history.
- c) Use the following words to make meaningful sentences: Disengage, Remuneration.
- d) Join two sentences using the word 'Though.'
- e) Give an example of Coherence in sentences.
- f) "Come to office in time." Specify the patterns and channels of communication.
- g) At least how many members are required to conduct a meeting?
- h) What do you understand by reading between the lines?
- i) Give examples of terms of reference in a report?
- j) What is the difference between analytical report and informational report?

**Part – B (Answer any four questions)**

- Q3 a)** What is the role of informal communication in an organization? Explain why it is also known as grapevine communication. **(10)**
- b)** Write a memo to the heads of departments informing them about the new timings that your office is going to adopt from the new financial year. **(5)**
- Q4 a)** Explain the different stages of team formation along with examples. **(10)**
- b)** Differentiate between skimming and scanning. **(5)**
- Q5 a)** Read the paragraph and answer the following questions. **(10)**
- It often takes outsiders to shake things up. Indian cricket's first match fixing scandal, which broke in 1997, was exposed not by sports reporters but by political journalists who wrote the first big cover story on crooked players. In much the same way, a new study funded by an IIT Kharagpur grant which brought together a geologist, a paleo-scientist and physicists from four scientific institutions to work on the excavations of a now-deceased ASI archaeologist, has found that the Indus Valley Civilization was at least 8,000 years old, and not around 5,000 years old as previously believed. The researchers have also found evidence of a pre-Harappan civilization that existed for at least a thousand years before this, which may force a global rethink on the generally accepted timelines of so-called 'cradles of civilization.'
- i) Suggest a heading for this paragraph.
- ii) What is the central topic of discussion?
- iii) Who came out with the new truth about Indus valley civilization?
- iv) What can be the outcome of this research findings?
- b)** What is ethnocentrism? Can ethnocentrism lead to conflict among employees? Explain with examples. **(5)**
- Q6 a)** Prepare a brief group discussion for 6 candidates on the topic "Save water and save the planet." **(10)**
- b)** What do you understand by soft-skills? Explain the role of soft-skills in a professionals' life. **(5)**
- Q7 a)** Explain with examples the qualities of effective writing. **(10)**
- b)** Elaborate on how to prepare an interview file. **(5)**
- Q8 a)** Some section of the workers are unhappy with the management of your company. The management has given you the responsibility to identify the problems and the probable solutions that can prevent any unrest. You have to submit a report within 2 days. Prepare a report using letter format. **(10)**
- b)** What are the qualities of a good leader? Explain with examples. **(5)**
- Q9 a)** Write a business letter to the Managing Director of your organization regarding the difficulties faced by you in implementing the new project related to the establishment of an office in Bhubaneswar. **(10)**
- b)** "Fortune favors' the brave." Develop a paragraph of 5-6 sentences using this sentence as a topic sentence. **(5)**