

Registration No :

--	--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

B.Tech.
HM3102

2nd Semester Back Examination 2017-18
BUSINESS COMMUNICATION IN ENGLISH

BRANCH : AEIE, AERO, AUTO,
BIOMED, BIOTECH, CHEM, CIVIL, CSE, ECE, EEE, EIE, ELECTRICAL, ENV, ETC,
FASHION, FAT, IEE, IT, ITE, MANUFAC, MANUTECH, MARINE, MECH, METTA,
METTAMIN, MINERAL, MINING, MME, PE, PLASTIC, TEXTILE

Time : 3 Hours

Max Marks : 70

Q.CODE : C1180

Answer Question No.1 which is compulsory and any five from the rest.

The figures in the right hand margin indicate marks.

Answer all parts of a question at a place.

Q1 Answer the following questions:

(2 x 10)

- a) An E-mail's style depends on one's [language, relationship, culture, computer skill]
- b) Somebody's behavior in a foreign society becomes noticeable when it _____ in relation to the foreign culture.
a) irritates
b) conforms
c) overlaps
d) dilutes
- c) The handshake that conveys confidence is _____ [limp , firm , double , loose]
- d) Should concerned dog owners vaccinate their pets? [make it free of bias if any]
- e) Which of the following terms best describes the grapevine as a communication pattern?
a) diagonal
b) informal
c) spiral
d) verbal
- f) A memo is considered a brief form of written communication for _____
a) internal use
b) external use
c) formal use
d) legal use
- g) Every atlas has its own legend [guess the meaning of the underlined word in the given context]
- h) Persons who are able to influence others and are in possession of managerial authority are termed _____ [managers, rulers, leaders, politicians]
- i) Which of the given skills are considered to be receptive skills and which are productive skills ? [listening, speaking, reading, writing]
- j) The foremost barrier to oral communication is _____ .
a) poor listening
b) interestedness
c) humility
d) concentration

Q2 a) Briefly discuss four components involved with interpreting a message.

(5)

b) Highlight five major points you keep in mind while giving an Oral presentation.

(5)

Q3 Compare and contrast between :

a) summaries and Abstracts

(5)

b) Skimming and scanning

(5)

- 210 210 210 210 210 210 210 210
- Q4** a) As an expert write a report on the careers in Information Technology? (5)
b) Write a paragraph of about 150 words on “to have the apple and eat it too”. (5)
- 210 210 210 210
Q5 a) What are the rudimentary skills required for effective writing? Briefly Discuss (5)
b) Define Interview, discuss the key areas of any pre-interview preparation. (5)
- Q6** a) Highlight the areas of functional inter dependence between soft skill and communication skill. (5)
b) Distinguish between high context and low context cultures. (5)
- 210 210 210 210 210 210 210 210
Q7 What is pattern of Communication? Describe the flow and process of organizational communication, indicating clearly the role of each constituent element. (10)
- Q8** Write short answer on any TWO : (5 x 2)
a) Mirroring and matching
b) Note making
c) Inferential reading
d) cohesion
- 210 210 210 210 210 210 210 210

210 210 210 210 210 210 210 210

210 210 210 210 210 210 210 210

210 210 210 210 210 210 210 210

210 210 210 210 210 210 210 210

210 210 210 210 210 210 210 210