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Total Number of Pages : 02

B.Tech.
15HM3102

2nd Semester Back Examination 2017-18

BUSINESS COMMUNICATION

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 : 100

Q.CODE : C1122

Answer Part-A which is compulsory and any four from Part-B.

The figures in the right hand margin indicate marks.

Answer all parts of a question at a place.

Part – A (Answer all the questions)

Q1 Answer the following questions: *multiple type or dash fill up type* (2 x 10)

- a) The most important stage of team formation is _____.
- b) Memo is used in _____ communication.
- c) The communication that takes place between the boss and the sub-ordinates 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) The bias-free option for the word hero is _____. (Lead actor, Protagonist, Villain, Director)
- 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 a leader 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) Give an example of horizontal communication in an organization.
- c) Give an example of open ended question in an interview.
- d) What do you understand by coherence? Give examples.
- e) How sentence linkers are used in sentences?
- f) "Come to office in time." Specify the patterns and channels of communication.
- g) What is a stress interview?
- 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) How do you think grapevine communication exists in an organization? Explain why it is unavoidable. **(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) Why do you think of team formation takes place in stages? Illustrate. **(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) Differentiate between cohesion and coherence. **(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) List the items that should be included in an interview file. **(5)**

- Q8** a) Prepare a feasibility report for your company to establish a new branch in Bhubaneswar. **(10)**
b) What are the traits found in an efficient leader? **(5)**

- Q9** a) Write a business letter to the Chief Manager of a bank to provide you a new loan for increasing the production of your company. **(10)**
b) "Fortune favors' the brave." Develop a paragraph of 5-6 sentences using this sentence as a topic sentence. **(5)**