Total Number of Pages: 03

2nd Semester Regular Examination 2016-17
BUSINESS COMMUNICATION
BRANCH: ALL
Time: 3 Hours
Max Marks: 100
Q.CODE: Z590
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:** *dash fill up type* **(2 x 10)**
a) Acculturation is an example of _____ .
b) Give an example of open ended question in an interview.
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) 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?

Q3 **a)** What is the role of formal communication in an organization? Explain how it is different from grapevine communication. **(10)**

b) Write a memo to the heads of departments informing them about the new leave policy of your office from the new financial year. **(5)**

Q4 **a)** Explain the different stages of team formation along with examples. **(10)**

b) Differentiate between writing and drafting. **(5)**

Q5 **a)** Read the paragraph and answer the following questions. **(10)**

While the lack of sufficient job creation could lead to resentment due to people's high aspirations, NitiAayog member BibekDebroy on Thursday flagged a dramatic rise in voluntary unemployment across the country, where people choose not to work below a certain income level after 'investing' in education."Nothing has changed substantially in the last one year [on the jobs front], which is in a way a sad commentary. We need to create 10 to 12 million new jobs. How many are we creating a year? We don't know. If you believe the Labour Bureau, which I don't believe - about 1 million," he said at a FICCI conference on jobs.The trouble with current official data on labour and employment, he pointed out, is that they could be used to claim 'jobless growth' as well as 'growth-less jobs' – and fail to capture the predominantly informal and unorganised nature of the Indian economy."Especially, given our large self-employed and unorganised sector, let us recognise that the only credible way to get data on employment and jobs is using household surveys over and above enterprise-level surveys. Otherwise, we will always have an imperfect picture," he said.The views of the Centre's think tank member assume significance as Prime Minister Narendra Modi earlier this week announced a task force led by Aayog Vice Chairman Arvind Panagariya on employment data. While the government attaches highest priority to job creation, policy making and analysis is conducted in a data vacuum. So the task force has been tasked with coming up with reliable and timely data solutions for tracking employment trends.

    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) Discuss with examples the different channels of communication existing in a business organization. **(5)**

Q6 **a)** Prepare a brief group discussion for 6 candidates on the topic "Make in America and hire American policy is going to hurt deep into Indian software industry". **(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) Discuss the preparation needed for an interview. **(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 internet service provider regarding irregularities in net connectivity in the last three months. **(10)**

  b) "Once you avail an opportunity it definitely creates one more." Develop a paragraph of 5-6 sentences using this sentence as a topic sentence. **(5)**