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Total Number of Pages :2

B.TECH. DEGREE EXAMINATION-Nov-Dec.2018

End Semester Examination-I Semester

BBSHS1060- Communicative English and Soft Skills
(Regulations 2018)(Common to all Engineering Branches)

Time : 3 Hours

Maximum : 100 Marks

Question Code:042212

Answer ALL Questions

PART-A (10 X 2=20 Marks)

1. (a) Informal channels transmit official news through unofficial and informal communicative interactions known as the _____. (CO1/PO1)
 - a)Tea time gossip b)Grapevine c)Diagonal channel d)Protocol
- (b) Tick the correct response which gives the correct meaning of the idiom/phrase. To bank upon (CO1/PO1)
 - a) To hope b)To depend c)To evolve d) To harness
- (c) _____ refers to limiting mindset that hampers effective intercultural communication. (CO2/PO1)
 - a. Stereotyping
 - b. Cultural flexibility
 - c. Cultural workforce
 - d. Cultural sensitisation
- (d) _____ is not a part of team management. (CO3/PO1)
 - a. Adaptivity
 - b. Cooperation
 - c. Coordination
 - d. Aggressiveness
- (e) Which of the following organisational pattern may not be very effective for structuring your presentation? (CO3/PO1)
 - a. General to specific
 - b. Categorical
 - c. Problem and solution
 - d. Classification
- (f) Preparing an effective oral presentation does not involve (CO3/PO1)
 - a. developing the central idea and main points.
 - b. gathering relevant supporting materials.
 - c. planning visual aids.
 - d. organising the presentation
- (g) _____ listening involves listening for specific information. (CO3/PO1)
 - a. Attentive
 - b. Superficial
 - c. Evaluative
 - d. Focused
- (h) Effective communication is essentially a: (CO3/PO1)
 - a. three-way process
 - b. one-way process
 - c. two-way process
 - d. both one-way and two-way process
- (i) _____ is an integral part of oral communication. (CO4/PO1)
 - a. Expression
 - b. Body language
 - c. Mannerisms
 - d. Feelings
- (j) Barriers to listening could be physical, psychological, _____, or cultural. (CO4/PO1)
 - a. Emotional b. social c. linguistic d. attention



PART-B (10 X 2=20 Marks)

- 2.
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|-----|-------------------------------------------------------------------------|-----------|
| (a) | What are different types of listening? | (CO1/PO1) |
| (b) | What is grapevine communication? | (CO3/PO1) |
| (c) | Why is systematic planning important for making effective presentation? | (CO1/PO1) |
| (d) | What are the skills needed to manage a group effectively? | (CO3/PO1) |
| (e) | How does your posture talk about your personality? | (CO4/PO1) |
| (f) | Write short notes on Organisational competence | (CO3/PO1) |
| (g) | Write short notes on Lateral thinking | (CO4/PO1) |
| (h) | Write short notes on Visual aids in presentation | (CO3/PO1) |
| (i) | Write short notes on Negotiation | (CO1/PO1) |
| (j) | Write short notes on Audience analysis | (CO1/PO1) |

PART-C (4 X 15=60 Marks)

3. (a) (i) What is effective communication? State the barriers to effective communication. [7] (CO1/PO1)
(ii) Describe the structure and importance of 'Negotiation' at workplace. [8] (CO1/PO1)
(or)
(b) (i) Give an account of different types of communication and their role in an organisation. [8] (CO1/PO1)
(ii) Describe the process and purpose of communication [7] (CO1/PO1)
4. (a) (i) Elucidate the difference between British and American English in business communication. [7] (CO2/PO1)
(ii) How does Indianisms at workplace act as a barrier to effective communication? [8] (CO2/PO1)
(or)
(b) (i) What is Indianism? How does it influence business communication? [7] (CO2/PO1)
(ii) 'America and Britain are two nations divided by a common language'. Comment on the statement with reference to the vocabulary used by the nations. [8] (CO2/PO1)
5. (a) (i) What are the advantages of Team-based organisational structure? [7] (CO3/PO1)
(ii) Give an account of the stages involved in planning a presentation. [8] (CO3/PO1)
(or)
(b) (i) What is the importance of cultural diversity at workplace? [7] (CO3/PO1)
(ii) What is the importance of Business Etiquette in corporate communication? [8] (CO3/PO1)
6. (a) (i) How can Soft skills give you a competitive edge at workplace? [7] (CO4/PO1)
(ii) What are the traits of a good team leader? [8] (CO4/PO1)
(or)
(b) (i) Emotional Intelligence is the largest single predictor of success at workplace'. Comment on the statement. [7] (CO4/PO1)
(ii) 'Soft skills are vital to an organisation's ability to function effectively'. Comment on the statement. [8] (CO4/PO1)