

Registration No. :

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Total number of printed pages – 2

B. Tech
HM3102

Second Semester Back Examination – 2015

BUSINESS COMMUNICATION IN ENGLISH

BRANCH (S) : AEIE, AERO, AUTO, BIOTECH, CHEM, CIVIL, CSE, EC, EEE, ELECTRICAL, ENV, ETC, FASHION, IEE, IT, MANUTECH, MECH, MINERAL, MINING, MME, PLASTIC, TEXTILE

QUESTION CODE : M 356

Full Marks – 70

Time : 3 Hours

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

The figures in the right-hand margin indicate marks.

1. Answer the following questions : 2×10
- (a) Interaction across different levels of an organization's hierarchy is called as _____ communication. (fill the blank)
- (b) Inferential reading is being able to question or challenge what you read because you already have background information in the subject. (correct/incorrect)
- (c) A document that expresses mutual accord on an issue between two or more parties. is otherwise called as _____. (fill the blank)
- (d) When we read or listen to get a general idea of the content of a text. Reading for gist, sometimes known as _____. (fill the blank)
- (e) Team building is an ongoing process that helps a work group evolve into a cohesive unit for 'SMART' purposes; (write the full form of the acronym)
- (f) communication that moves in a random, spreads throughout the organization, not documented and is open to constant change is called as _____. (fill the blank)

P.T.O.

- (g) Face-to-Face meeting between a manager and employee can be completely derailed if it is not adequately supported by proper _____. (fill the Blank)
- (h) _____ includes the key terms found in the longer work and the purpose and methods of the research. (fill the blank)
- (i) She is a good foot ball player and she shoots like a man as well. (correct the error if any)
- (j) Body language always speaks the truth while speaker may play with words to hide the truth. (agree/disagree)
2. State the relationship between internal and external channels of communication and give reasons why there should be an even balance between the two ? 10
3. Writing for different purpose involves change of style. Discuss and differentiate between a routine report and public notice. 10
4. Due to ignorance or awareness we use certain words which are called as offensive to certain group, community individual etc. discuss how can one make the communication free from bias (give examples where necessary). 10
5. What are the fundamental preparations required for a candidate prior to any job interview ? Discuss. 10
6. Leadership can be assumed as something that goes beyond just managing people and projects. Discuss the ever widening scope of leadership now a days. 10
7. What are the ideal qualities of an effective GD ? Give reasons when a group discussion goes wrong and how to avoid those ? 10
8. Write short answers any **two** of the following : 5x2
- (a) Logical structuring, Executive summary
 - (b) Grapevine, Predicting
 - (c) Soft skill and hard skill (compare and contrast)
 - (d) summaries and Abstracts (Compare and contrast).