

Registration No. :

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Total number of printed pages – 3

B. Tech
HM3102

Second Semester Regular Examination – 2015
BUSINESS COMMUNICATION IN ENGLISH

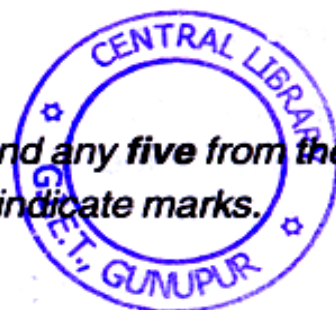
**BRANCH (S) : AEIE, AERO, AUTO, BIOMED, BIOTECH, CHEM,
CIVIL, CSE, EC, EEE, EIE, ELECTRICAL, ETC, FASHION, IT,
MANUTECH, MECH, MINERAL, MINING, MM, MME, PLASTIC,
TEXTILE**

QUESTION CODE : J 474

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) Dialogue, regional accents and people's dialects, descriptive language, etc. are all examples of _____ in communication.
(a) Semantic variation, (b) Stylistic variation, (c) Cultural variation.
- (b) "He who runs in the darkness must have a better tumble" (correct the error, if any).
- (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) Leaders must divide their time in three parts: one for handling finances, another for quality, and a third for _____ .
(a) Media, (b) Growth (c) Relationship

P.T.O.

- (f) _____ is a methodology used by an organization to gauge whether the candidate has certain personality traits and/or skills that it desires in its members (a. report, b. interview, c. G.D, d. Memo.)
- g) WHEN There is no definite route or root of communication for sharing information. it is called as _____ communication. (fill the blank)
- (h) When Responsibility for the true or false nature of communication does not lie on any individual, it can be attributed as _____ communication
(a) colloquial, (b) formal, (c) conformational, (d) Informal.
- (i) We would probably go back the people weren't very friendly It was a very expensive holiday the weather was bad and Nevertheless to the same place.
(Re arrange the ill structured sentence in to a cohesive and structured one)
- (j) Culture is embedded in our _____ (a) mind, (b) belief, (c) gesture, (d) expressions.

2. There are several factors that often derail the smooth flow of message in internal communication, identify and analyze some of the common factors in any business organization. 10
3. Your writing style depends very much on your audience. Certainly whether they are internal or external do you agree ? Discuss the principles involved with styles of business writing. 10
4. Explain the reasons why certain terms in English uses are called as offensive to certain group, community individual etc. discuss how would you like- to avoid those. 10
5. The language skills of speaking, listening, writing and reading are often divided into sub-skills, which are specific behaviors that language users do in order to be effective in each of the skills, elaborate. 10
6. Most people see true leadership as something that goes beyond just managing people and projects. Discuss the ever widening scope of leadership in recent times. 10
7. Selection interviews have become increasingly complex now a days, discuss the means of comprehensive preparedness that are required to keep oneself afoot for success in any interview. 10

8. Write short answers any **Two** :

5 × 2

- (a) Complaining, criticizing, complimenting, reprimanding, felicitating (make individual sentences to state the expressions).
- (b) If the day after the day before yesterday was Tuesday, and the day before the day after tomorrow is Thursday, what day is today ?
- (c) Many issues — like lack of trust and commitment, unresolved conflicts, and the inability to understand how their actions impact the rest of the team — can erode groups from delivering great results. How ? give (05) five reasons from your reading of *“Emotional Intelligence by Adele B.Lynn”*.
- (d) Compare and contrast between “summaries and Abstracts”.

