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Total number of printed pages – 3

B. Tech  
HM 3102

**Second Semester Examination – 2013**  
**BUSINESS COMMUNICATION IN ENGLISH**  
**QUESTION CODE : A441**

**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) Explain the role of horizontal communication in an organization by giving suitable examples.
- (b) Elaborate the following statement in about 75 words :  
For an organization to prosper, both vertically upward and vertically downward flow of communication are essential.
- (c) How can you overcome stage fright during a presentation ?
- (d) Give bias-free words for
- (i) lunatic
- (ii) clerk
- (e) Distinguish between the following :  
Informational and Analytical reports.
- (f) Identify the steps you can take to improve your intercultural communication skills.
- (g) A diversified workforce brings competitive advantage to an organization. Comment.
- (h) Soft skills and communication skills are interlinked. Comment.

**P.T.O.**

- (i) What is gender bias ? Explain with an example.
  - (j) What is Skimming ? How is it different from scanning ?
2. As the Personnel Manager of a multinational firm, draft an e-mail to be sent to those candidates, who were not selected in the interview conducted few days before. 10
  3. What are the five important aspects to be considered while planning for your business presentation ? Briefly explain each aspect. 10
  4. For each of the communication situations given below, identify the direction/type of flow of communication. Choose the most appropriate form of communication for each situation and give reasons for your choice : 10

**Situations**

- i. The president of Expert Engineering Corporation has just come back from his/her international tour and wishes to share some important information with everybody in the company.
  - ii. You, as the vice chairman of an MNC, wish to find out certain details about the new export policy of the central government from the vice president of another organization Novel Software.
  - iii. Your close friend and fellow officer Mr. Mehra wants to share with you, in the company canteen, some unhappy incident that occurred this morning.
  - iv. As a director of Internal Communication, you want to convince the top management of the need for a company newsletter.
5. What are the basic ingredients of an effective office memo ? How can it be used as a very strong tool to send the right messages and get the necessary action ? 10
  6. Professionals aspiring to reach the top must be able to develop important soft skills such as leadership skills and teammanship. Discuss. 10
  7. (a) There are different kinds of people involved in a GD, and to solicit participation from everybody requires careful planning. Suggest ways for doing the same.

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- (b) State whether the following statement is correct or incorrect. Justify your answer in about 100 words.

Your success in a GD is decided by the number of times you speak. 5

8. Read the passage and answer all the questions on the basis of what is stated or implied in the passage :

Familiar to most people for its medicinal properties, the Neem is recognized by few despite its distinctive curved leaves and annual profusion of star-shaped sweet scented flowers. It is a medium sized or large tree with a straight trunk and evergreen, a native of India, Burma and Sri Lanka.

Young leaves are pale, tender green tinged with rust. These are eaten on New Year days to ward off sickness during the coming year. Some people to whom the tree is sacred, also festoon fresh leaves across their houses when there is an epidemic of chicken pox or to keep evil spirits away when there is a birth or death. Dried leaves put in drawers or cupboards keep out moths and cockroaches. Another use for these 'magic' leaves is in poultice form for healing wounds.

From the yellow fruit is obtained the famous Margosa oil, so effective in the treatment of leprosy and skin diseases. External application of oil from the seed is believed to cure rheumatism. The bark and gum yield valuable medicines.

Neem timber is beautifully mottled, hard and heavy and is used for ship building, carts and furniture wood. Timber from old trees is so bitter that no insects will attack it.

**Questions :**

2 × 5

- (i) Why is the Neem tree well known ?
- (ii) How can its leaves be recognized ?
- (iii) The leaves of the Neem tree are called 'magic' leaves. Why ?
- (iv) What is Margosa oil ? How is it used ?
- (v) What is the advantage of using old Neem timber ?