

Registration No. :

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Total number of printed pages – 2

B. Tech
HSSM 4102 (Old)

Second Semester (Back) Examination – 2013
BUSINESS COMMUNICATION IN ENGLISH
QUESTION CODE : B487

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
- Do you think good communication in an organization improves employees' attitudes and performance ? Justify your answer.
 - What is exit interview ?
 - Write a short note on sentence linkers.
 - What are the advantages of a chronological resume ?
 - Is the subject line of an e-mail important ? If you are writing back and forth to the same person; should you use the same subject line over and over again ?
 - As a participant in a meeting how and what should you contribute ? Give a reasoned answer.
 - List four ways to overcome your anxiety while making oral presentation.
 - What do you mean by solicited cover letter ?
 - If you have any enclosure where and how would you list it in your letter ?
 - What are the modes of delivery in oral presentations ?
2. What are the advantages and disadvantages of electronic mail ? State the guidelines for writing better e-mail messages. 10
3. Your Company is considering a proposal to make an in-house canteen for office employees. Your office has around 150 employees. Make a report to give an estimate of the area, manpower, and money required to set-up and run the canteen. 10
4. Select the organization where you would like to work after completion of your B-Tech degree. Write an unsolicited letter in the appropriate format, addressed to the HR Manager, enquiring about a possible opening in your area of expertise. 10

P.T.O.

5. At the third meeting of the executive committee of the staff association of Gandhi Institute of Technology, New Delhi held at 4.00 PM on Thursday, the 10th of August, 2013 in Nehru Hall, the following business was transacted : 10

Changing the duration of semesters

Study leave for staff members

Extracurricular activities for students.

Minutes of the last meeting

Any other matter with the permission of the chair setting up a separate gymnasium for the staff.

Arrange the agenda items in the most appropriate sequence and prepare the minutes. Invent other necessary details.

6. What you speak in an interview is as important as how you speak ; your overall behavior and body language during the interview have become more important now. Do you agree ? Discuss. 10

7. Enlist and briefly outline the major components of a typical business letter. 10

8. Read the following carefully and draft Mr. Amit Bajaj's skill resume : 10

Mr. Amit Bajaj did his B.Com in 2000 and then M.Com in the 2002 with accounting as his specialization. Because of performance for MBA in the job market, he could not get the lucrative job. Therefore he has to compromise with M/s Durga Electronics selling T.V., LCDs, and other electronic goods in the city of Lucknow. During his tenure, he learned the art of marketing the goods and convincing the customer.

Because of family compulsions in 2005, he has to move to his home town Jaunpur where he found job of financial services and used to advise his clients regarding the benefits of various mutual funds and other products. He used to work at computer and internet to give prompt replies to various customers regarding their financial investment plans. Though his earning were not good, but because of his home town, he was satisfied to work at his home town.

In 2008, he found another job in the Auto

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Recently he has an opportunity to find job in automobile company at Lucknow.

Draft Mr. Amit Bajaj's skill resume.