

Registration No. :

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Total number of printed pages – 3

B. Tech
HM 3102

Second Semester Examination – 2012

BUSINESS COMMUNICATION

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) What is the objective of Horizontal Communication ?
 - (b) Communication is a dynamic process. Justify.
 - (c) Write any two steps of reading.
 - (d) Make the following sentences bias free :
 - (i) Teachers should take care of his students ?
 - (ii) The lady doctor was arrogant.
 - (e) How does encoding help in sending a message ?
 - (f) What is the difference between skimming and scanning ?
 - (g) What are the net etiquettes that one should bear in mind while drafting an email ?
 - (h) State any two barriers to communication.
 - (i) What is the difference between coherence and cohesion ?
 - (j) Write any two qualities of a leader.

P.T.O.

2. Write a paragraph on "social networking is a better option than face to face interaction" OR "Importance of Mobile phones". Underline the coherent devices in your paragraph. 10
3. Write short notes on the following : 5+5
- (a) Importance of feedback
- (b) Structuring of ideas.
4. Reading is a guessing game. Justify the statement. 10
5. What are the Soft Skills you build in yourselves in order to be an effective leader ? 10
6. You are the class coordinator of your class and need to report your faculty advisor regarding the problems the students are facing during lunch break as the break is for 15 mins. Write a report to your faculty advisor regarding the problems of the students, the chaos in the canteen etc. Also make suggestions to solve this problem. 10
7. Summarise the following paragraph and suggest a title for the same : 10
- India, a southern Asian developing country, has the second largest population of the world. It ranks the second most populated country. India has been facing grass root corruption problems since its independence from the United Kingdom. Recently political corruptions outraged anger among the people of India. A social worker Anna Hazare and Swami Ramdev fasted, which motivated millions of Indian people. They advocate protest against the Indian government following non-violence principal of late Mahatma Gandhi. Former Prime Minister of India Rajiv Gandhi said 20 years ago that the thousands of millions of rupees in government grants for the welfare of impoverished citizens, only ten percent reaches those for whom the funds are intended. According to Bal Mundkur, author of Incredible India, "Incredible India is a myth and insult to India's

950 million poor. Division between India's rich and poor is growing rapidly. Discrimination based on colour, religion and cast is deeply entrenched. Corruption is endemic, from the highest levels of the legislature downwards. Incompetent administration is epitomized by chaotic planning for the Commonwealth Games and by dubious defence procurements.

8. Cross Cultural communication is an important aspect of communication, yet it is difficult to overcome the cultural differences .Can the differences be driven out. Give reasons in support of your answer. 10