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Total number of printed pages – 3

B. Tech./B.Pharm  
HSSM 4102/PH. 2.1

**Second Semester Examination – 2011**  
**BUSINESS COMMUNICATION IN ENGLISH**

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. (a) Read the paragraph carefully and fill the missing words / phrases to complete the paragraph that is coherent and cohesive, Underline the sentence linkers and give a suitable title to it. 10

Many young people choose to continue their education at colleges or universities in English-speaking countries such as Britain, Australia or America. \_\_\_\_\_, while studying overseas has clear advantages, it is not without its problems. In this essay, both points of view will be considered. \_\_\_\_\_, studying overseas has significant academic benefits. \_\_\_\_\_, the standard of education is very high \_\_\_\_\_ the up-to-date equipment and resources that are available in colleges and universities. \_\_\_\_\_, the quality of teaching is also high, as teachers and lecturers are well-qualified professionals who are aware of all the latest developments in their fields of interest. \_\_\_\_\_, the qualifications which a student obtains are usually valid anywhere in the world. \_\_\_\_\_ the obvious academic benefits, students also gain experience of another culture, improve their language skills and meet many new people. \_\_\_\_\_ living away from their families, they become

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more independent, tolerant and emotionally mature, all of which aids their personal development. \_\_\_\_\_, in some cases, studying abroad can have quite negative effects. \_\_\_\_\_, if students are insufficiently prepared academically, they might have difficulties understanding lectures or writing assignments. \_\_\_\_\_, young students may have problems adjusting to a different culture with its unfamiliar climate, food and lifestyle. \_\_\_\_\_ this, they may experience much loneliness and home sickness. A final problem could be that some students adapt so successfully to Western culture that they have problems readjusting when they finally return home. \_\_\_\_\_, although there can be problems in studying abroad, most students, with appropriate preparation and support, should be able to overcome these obstacles. \_\_\_\_\_, the advantages of an overseas education far outweigh any of the disadvantages described above.

- (b) Write an internal proposal as a sales manager of an Agro product unit to recruit more field staff and to provide them with mobile phones. 10
2. As a manufacturer of transmission towers, respond to an enquiry K.K.R Company PUNE for supply of 30 towers. 10
  3. What is interview ? What are the various types of interview ? Discuss the ways you would adopt to succeed in a job interview. 10
  4. Discuss various types of presentation and there utility, state the factors that affect presentation to be successful. 10
  5. One of you friend who lives in Canada wants to know about the uniqueness of odiya culture, mail a letter to your friend giving brief details of odiya culture so that he/she can get the overall idea about it. 10
  6. As a reporter of one of the leading News paper you have been asked to study the growing unrest among the students resulting in frequent agitations. Prepare a report to be submitted before the Secretary Higher education Government of

odissa with your recommendations so that such unrests can be addressed to check further agitation. 10

7. There are 04 nos. of vacancies in Wipro in the category of junior software engg. to be filled up, forward your **cv** along with the covering letter to the appropriate authority on the basis of one advertisement in the Indian Express on dt. 04/06/2011. 10

8. Public relation is same with advertisement. Do you agree ? If yes justify, if not, give reasons how they are different and discuss the role of an ideal public relation officer. 10

