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HSS 1002 (Old)

Second Semester Examination – 2010

BUSINESS COMMUNICATION IN ENGLISH

Full Marks – 70

Time : 3 Hours

(NEW COURSE)

*Answer Question No. 1 which is compulsory
and any **five** from the rest.*

*The figures in the right-hand margin
indicate marks.*

1. (a) Choose the best answer from the choices
given for each : 2 x5
 - (i) The three basic functions of organizational communication are to :
 - inform, entertain, and explain
 - inform, persuade, and promote goodwill

- inform, persuade, and explain
 - inform, instruct, and entertain
- (ii) To become an effective communicator in the workplace, you need :
- to develop a powerful speaking voice
 - to listen to meaningful feedback
 - experience with video-conferencing equipment
 - good Internet research skills
- (iii) The first step in solving a problem is :
- gathering information
 - evaluating the evidences
 - considering alternatives and implications
 - identifying and clarifying the problem
- (iv) Which of the following is an example of downward communication ?
- Three supervisors meet to allocate floor space for a new computer system.
 - A supervisor submits a progress

report on his department's current project

- An employee suggests a way to improve customer service
 - A supervisor sends a memo to all division employees detailing the newest procedure for submitting expense account reports.
- (v) E-mail, intranets, newsletters, announcements, meetings, reports, suggestion systems, and telephone messages are all examples of _____ communication channels.
- upward
 - formal
 - informal
 - diagonal
- (b) Say if the statements given below are *True/False*. Justify each response of yours using two sentences. 2×5
- (i) Males and Anglo-oriented employees will continue to dominate the workforce of the future.

- (ii) Using abstract terms when encoding a message will help both senders and receivers agree on the meaning of a message.
- (iii) As long as the message is properly transmitted from the sender to the receiver, successful communication has taken place.
- (iv) Business communicators are moving from one-sided and rather slow communication channels, such as memos and letters, to more interactive, fast-results communication channels such as e-mail, instant messaging, voice mail, pagers, and cell phones.
- (v) Managers who are under pressure to increase profits may unknowingly send a message to workers that it is all right to lie or cheat to achieve company goals.

2. Read the document given below. Summarize the main points in the document. Use your own language without copying the expressions from the given text.

10

This machine is a highly specialized precision built piece and as such needs to be handled with care. The Company (hereafter referred to as the 'Supplier') will not be liable for any damage caused by incorrect usage or failure to follow the guidelines contained in the manual and online help facility provided by the purchaser (hereafter referred to as the 'Buyer')

The machine must be installed by fully qualified ISO 9000 accredited engineers according to the specifications laid down in the contract of purchase. Notwithstanding the liability of the Supplier for any defects in the manufacture of the equipment prior to delivery, the Buyer must ensure familiarity with the conditions of installation and operation at all times.

Installation should be carried out under ambient temperatures - extremes of temperature should be avoided. The equipment must be stored in the eventual location for a period not less than 36 hours prior to unpacking to allow for the dispersal of any condensation that could affect internal components. Once this has been completed the packaging must be removed in strict order as detailed in the aforementioned

manual. The power supply is designed for use in UK and European countries utilizing 240 v AC supplies. Any variations to such power supplies must be corrected by the use of suitable transformers at the expense of the Buyer. No warranty can be offered for incorrect power supplies and the subsequent damage this could cause.

The unit must be fully earthed and wired in accordance with the regulations laid down by the regulatory bodies dealing with health and safety in the workplace in the relevant country of use as well as any regulations pertaining to member states of the European Union.

The unit needs to be powered up on completing the installation and run for a period no less than 48 hours but no more than 72 hours, before loading appropriate raw materials onto the machine. Introduction of the raw materials must only be carried out following certification of the working order of the machine by the appropriate supervisor who should register the successful trial run with the Supplier.

Periodically, the machine must be shut down and fully cleaned. The period of continued use must

not exceed 27 days in any one calendar month but can be less as dictated by the usage of the machine. Maintenance must not be carried out by any site employee from the Buyer; such maintenance will invalidate any warranty on the machine.

Changes to the operational features can be made through amending the software settings. Any person so doing must be fully conversant with M (Mumps) language and the characteristics of distributed cache protocol and the relational capabilities of the language with SQL.

We hope that you enjoy using this machine and that it adds to the efficiency and productivity of your business.

3. Prepare a note on the document in question 2 that will help you in a discussion with the engineers who would install the machine. Prepare 5 pertinent questions that you may ask the engineers. 10
4. Discuss with examples the agreed procedures for *formal communication* in a business situation. 10

5. The text given below lacks in coherence due to the missing linkers. Make the text coherent by using appropriate linkers from the list given below : 10

to begin with, as well as, as a rule, furthermore, for instance, on the whole, nevertheless, because of, whereas, due to, in conclusion, in addition, as a result of, in general, however, moreover, since

Many young people choose to continue their education at colleges or universities in English-speaking countries such as Britain, Australia or America. _____ (1) while studying overseas has clear advantages, it is not without its problems. In this essay, both points of view will be considered. _____ (2), studying overseas has significant academic benefits. _____ (3), the standard of education is very high _____ (4) the up-to-date equipment and resources that are available in colleges and universities. _____ (5), the quality of teaching is also high, _____ (6) teachers are well-qualified professionals who are aware of all the latest developments in their fields of interest.

_____ (7), the qualifications which a student obtains are usually valid anywhere in the world. _____ (8) the obvious academic benefits, students also gain experience of another culture, improve their language skills and meet many new people. _____ (9) living away from their families, they become more independent, tolerant and emotionally mature, all of which aids their personal development. _____ (10), in some cases, studying abroad can have quite negative effects. _____ (11), if students are insufficiently prepared academically, they might have difficulties understanding lectures or writing assignments. _____ (12), young students may have problems adjusting to a different culture with its unfamiliar climate, food and lifestyle. _____ (13) 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. _____ (14), although there can be problems in studying abroad, most students, with appropriate preparation and support, should be able

to overcome these obstacles. _____ (15),
the advantages of an overseas education far
outweigh any of the disadvantages described
above.

6. *Body language is a powerful concept which successful people tend to understand well. Do you agree ? Justify your answer with reasons and examples focusing on the key concepts in the statement.* 10
7. *Say True / False for each of the statements given below. Then justify each choice using two sentences.* 10
- What we have to say, when presenting, will usually have a much greater effect on our audience than how we say it.
 - The "body" of the presentation (middle portion) is when the audience is usually most attentive.
 - Making certain the content of our presentation is logically organized is more important than analyzing and knowing our audience.
 - Most business presentations should conclude with questions from the audience.

- It is not how a presenter thinks or feels that will most influence his audience, but rather how the presenter behaves.

8. Discuss the different types of stereotypes and biases that are uniquely present in Indian business situations. How do these affect workplace efficiency ? 10

(OLD COURSE)

*Answer Question No. 1 which is compulsory and any **five** from the rest.*

The figures in the right-hand margin indicate marks.

1. Answer according to the direction given for each bit. 2×10
- (a) Cut down the redundancies in the sentence below to make an 8-word sentence without changing the meaning :
- Productivity actually depends on certain factors that basically involve psychology more than any particular technology.*

- (b) As the HR Manager of a company, write an e-mail (10-15 words) to all the employees announcing the annual payment of bonus.
- (c) Which two of the following are not the responsibilities of PR Managers :
labour relations, business analysis, internal communication, product review, media management ?
Justify your answer in two sentences.
- (d) Write the five points any agenda for a business meeting must contain.
- (e) Write four important ways in which making notes is useful.
- (f) Arrange the sentences below to form a coherent paragraph. Then replace the unduly repeated noun phrases with suitable pronouns.

Many desert animals come out at night to eat. Many desert animals sleep during the day in burrows below the surface of the desert or hide in shaded areas. Many

- desert animals are nocturnal. Most desert animals are small.*
- (g) Mention two important functions of asking questions on a presentation.
- (h) What is the best way for a presenter to handle a question from the audience the answer to which she/he is not aware of ?
- (i) Write in four sentences the role of a chair-person in a meeting.
- (j) State how a chronological CV different from a functional CV.
2. Imagine yourself to be the HR Manager of a pharmaceutical company. You have been asked by the CEO of your company to make a survey of the transport requirements of your sales executives. Write a report based on your survey for submission to the CEO. 10
3. You are the HR Manager of a business firm. You need corporate gift items to be given away during Diwali to managers working for your sister concerns. Write a letter to Jackson Brothers, producers of corporate gift items,

requesting them to send you the gift items according to your list. Remember you have a budget for this. 10

4. You are working as a Software Designer in a particular company. Write your CV and a cover letter you would like to send to Metkraft Inc. who have advertised to recruit a Senior Software Design Engineer for their company. 5+5

5. You have received a call letter from Metcalf Inc. to attend the interview in a week's time. Prepare 5 expected career questions and their answers for the interview. 5+5

6. *The PR plays a key role in helping business industries create strong relationships with customers.* 10

Do you agree ? Justify your answer with reasons and examples focusing on the key concepts occurring in the statement.

7. You are the Product Engineer of an FMCG producing company. Your team has been in charge of renovating the existing range of washing machines of your company, and your team

has accomplished the job. Prepare materials in the form of 10 slides for a 15 minute presentation to your Board of Directors on your work. 10

8. The bibliography cited below contains a number of errors. Correct the errors in confirmation with the Chicago Manual of Style. Then arrange the entries in order. 9+1

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