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Total Number of Pages : 02

B.Tech  
HM31020

2<sup>nd</sup> Semester Back Examination 2018-19

BUSINESS COMMUNICATION IN ENGLISH

BRANCH : AUTO, CIVIL, CSE, ECE, EEE, EIE, ELECTRICAL, MECH

Time : 3 Hours

Max Marks : 70

Q.CODE : F103

Answer Question No.1 which is compulsory and any FIVE from the rest.  
The figures in the right hand margin indicate marks.

**Q1 Answer the following questions : (2 x 10)**

- a) During an oral presentation, \_\_\_\_ is the stage where you tell the audience, the aim of your presentation? [ summarization, synchronization, Introduction]
- b) Circular is an example of Internal communication. Give two other examples of Internal communication
- c) In personal interview Body language is important; Cite any two examples of displaying a positive body language in an interview.
- d) Should concerned dog owners vaccinate their pets? [make it free of bias if any]
- e) Which of the following terms best describes the grapevine as a communication pattern?
- i. diagonal ii. informal
- iii. Spiral iv. verbal
- f) A concise business letter avoids \_\_\_\_\_ words.
- i. ambiguous ii. needless
- iii. technical
- g) An anachronism is a chronological inconsistency in some arrangement, especially a juxtaposition of persons, events, objects, or customs from different periods of time [ guess the meaning of the underlined words or phrases in the given context]
- h) Enclosure' is an occasional part of a business report [true/false]
- i) What do Bcc and Cc stand for in E.mail writing?
- j) Basically, in light of the fact that Mr. X was totally exhausted by his last campaign, there was an expectation on the part of the voters that he would not reduplicate his effort to achieve office in government again. [ rewrite in a concise manner]

- Q2 a) Prepare a resume for your friend, a B.Tech (IT) student who wants to appear for an interview in T C S. Bangalore after completion of his B.Tech degree. (5)**
- b) Write an E.mail to one of your friend to send the recent changes in the regulations in USA to apply for a tourist visa (5)**

**Q3 Compare and contrast between :**

- a) summaries and Abstracts (5)
- b) Skimming and scanning (5)

- Q4 a) Distinguish between high context and low context cultures (5)**
- b) Oral presentations typically involve three important steps: what are those? (5)**  
Discuss the fundamentals of an effective presentation

**Q5 a) Find out the correct logical order of the sentences in the paragraph. (5)**

When a shock came it shook the rigid table upon which these stood. If it were gentle, only the more unstable rods fell. If it were severe, they all fell. Thus, the rods by falling and by the direction in which they fell, recorded for the slumbering scientist, the strength of a shock that was too weak to waken him and the direction from which it came. But, instruments far more delicate than that were needed if any really serious advance was to be made. An earthquake comes like a thief in the night, without warning. It was necessary, therefore to invent instruments that neither slumbered nor slept. Some devices were quite simple. One, for instance, consisted of rods of various lengths and thicknesses which would stand up on end like ninepins. But when table, penholder and paper are all moving how is it possible to write legibly? The key to a solution of that problem lay in an everyday observation. Why does a person standing in a bus or train tend to fall when a sudden start is made? It is because his feet move on, but his head stays still. The ideal to be aimed at was to devise an instrument that could record with a pen on paper the movements, of the ground or of the table, as the quake passed by. While I write my pen moves but the paper keeps still. With practice, no doubt, I could, in time, learn to write by holding the pen still while the paper moved. That sounds a silly suggestion, but that was precisely the idea adopted in some of the early instruments (seismometers) for recording earthquake waves.

**b) Define Interview, discuss the tools to help you handle a stress interview (5)**

**Q6 a) Soft skill and communication skill are interrelated. Highlight the areas of functional dependence between the two (5)**

**b) Distinguish between high context and low context cultures (5)**

**Q7 As a Manager (sales and promotion) of a particular company dealing in sunscreen lotions; prepare a report to be submitted to the zonal Head of sales of your company suggesting some ways to improve sales. (10)**

**Q8 Write short answer on any TWO : (5 x 2)**

**a) Mirroring and Matching**

**b) predicting**

**c) coherence**