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Total Number of Pages : 02

B.Tech
15HM3102

2nd Semester Back Examination 2018-19

BUSINESS COMMUNICATION

BRANCH : AUTO, CIVIL, CSE, ECE, EEE,
ELECTRICAL, ETC, FAT, IEE, IT, MECH, MINING, MME, TEXTILE

Max Marks : 100

Time : 3 Hours

Q.CODE : F938

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Short Answer Type Questions (Answer All-10) (2 x 10)

- Distinguish between note making and note taking
- Define Paralanguage.
- This work has to be finished by the foreman in charge by tomorrow [make it bias free]
- When can we call a paragraph as cohesive?
- A monthly report on occupational health and safety incidents on your workplace site comes under which type of report?
- Inferential reading is being able to question or challenge what you read because you already have a
Background in the subject. (correct/incorrect)
- What is age bias? Explain with example
- Define an Abstract
- Body language always speaks the truth while speaker may play with words to hide the truth (agree/disagree)
- When do we take the help of predicting as a reading tool

Part- II

Q2 Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Briefly analyse the Pros and Cons of Grapevine Communication.
- Define Stress; and differentiate between internal and external causes of stress.
- Distinguish between soft skills and hard skills
- Write a paragraph using the following words with coherence and cohesion and give a suitable title to it, (word limit is 100) [Courage, attitude, violence, respect, strict, support,]
- Find out the difference between formal and informal channels of communication.
- Highlight the dos and don'ts of G D
- What are the drawbacks of diagonal communication?
- What are the sub skills of reading? Explain.
- What are the difference and similarities between Brain-Storming, Idea Mapping,
- How stylistic variation' can be used as tool of effective business writing?
- What is the pre writing process one should follow?
- How do you identify high context cultures?

Part-III

Long Answer Type Questions (Answer Any Two out of Four)

- Q3** As a head of the investigating team prepare a report to be submitted before the Government of Orissa with your possible suggestions, how to woo the Tribals to be with the mainstream and not with the disruptive forces. **(16)**
- Q4** Discuss the elementary qualities of a good leader or a team player and state its relationship for any organization to grow. **(16)**
- Q5** What are the Basic principles of Good Writing, explain how the process of writing is helpful to add effectiveness to one's writing-skill. **(16)**
- Q6** Prepare a C V of your own along with the covering letter to apply for the post of Area Sales Manager of ABC Business Solutions Pvt.Ltd for Eastern Zone, as per the advertisement published in The New Indian Express English daily on Dt, 20/04/2019 **(16)**