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Total number of printed pages – 2

B. Tech  
HM 3102 (New)

**Special Examination – 2012**  
**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. Answer the following questions : 2 × 10

(a) Going through a text quickly for specific piece of information is called.....

(b) A worker talking to his boss is an example of..... Communication.

(c) Going through a text quickly to get an over- all idea of the content is called.....

(d) What do you mean by “Topic Sentence ?”

(e) The logical linking of one sentence to another in a paragraph is called.....

(f) Give the bias free terms for: Negro and Manpower.

(g) Give 4 etiquettes to be maintained during a GD.

(h) Fill in the blank with the appropriate linker :

It is clear therefore, that the situation in Brazil will improve slowly.....the economic problems being experienced in Japan, the outlook is slightly more optimistic. (furthermore, in comparision, with reference to)

(i) What do you mean by “soft skills” ?

(j) The expression “Dear Sir/Madam” is an example of salutation in email writing. (True/false)

2. Assume that as the cultural secretary you are organizing a flute recitation programme in your college. Draft an email informing all the teachers, students and staff members of your college about the event and inviting them to attend the programme. Invent the necessary details. 10

P.T.O.

3. The spread of Malaria has created panic in general populace of the country. The central and state governments have realized the problem of the situation and therefore asked NGO's working on health issues to launch a mass awareness campaign on Malaria. You being the chief medical officer, Narayana group of hospitals, Pune have been asked to submit a report on the recent effort being made in this direction in the district. Prepare a report to this effect. Invent the necessary details. 10
4. Write a paragraph of about 300 words on any one topic, and underline the linkers in it. 10
- (a) Global warming: threat to our planet
- (b) Terrorism : a global menace.
5. Describe "the writing Process" in detail. 10
6. Discuss the qualities of an efficient leader. 10
7. As a Manager of a hardware company it has come to your notice that during peak hours, customers have difficulty locating employees to assist them because workers wear everyday clothes and hence look no different from other customers. To solve this problem you have decided that employees will now adhere to dress code. Write a memo that explains need of this dress code and outlines the parameters of the code, what is the penalty of not adhering to the dress code, who will supply it, maintain it etc. 10

Or

How has increased market globalization and cultural diversity contributed to the increased relevance of cross-cultural communication.

8. Write short notes on : 5×2
- (a) Lateral thinking
- (b) Team formation.