

Registration No. :

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Total number of printed pages – 2

B. Tech
HSSM 4102 (Old)

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) A good paragraph always has features such as and
- (b) CV can be divided into two types and
- (c) e.mail writing is informal and no grammatical rules are required to be observed while composing it (true / false).
- (d) Write three most important aspects to be considered while planning for a business presentation.
- (e) An contains the information about the items that are going to be discussed in a meeting.
- (f) The main idea in a paragraph is contained in the
- (g) What do you mean by “minutes” of a meeting ?
- (h) Business proposals can be Or
- (i) Mention the important roles of a chairperson during a meeting.
- (j) Arrange the following entry in proper order for citation :

Patrick.F.Fagan & Robert Rector. Volume : 15. issue 10, October 2000, The Effects of Divorce on America. World War and I.

2. Your company is considering a proposal to make an in - house canteen for office employees. Your office has around hundred employees. Make a report to give an estimate of the area, manpower, ad money required to set up and run the canteen. 10

P.T.O.

3. Discuss the points you would bear in mind while making a group presentation. Provide examples to substantiate your answer. 10
4. Assume that as the sales officer, cozy mattresses, Ajmer, you have received a complaint from a local dealer complaining that the two dozen mattresses sent to them have serious defects. Write an adjustment letter refusing or accepting the claim .Provide suitable details for your acceptance or refusal of the claim 10
5. Discuss the importance of PR for an organization. 10
6. Discuss the ways adopting which you will exhibit confidence during an interview. 10
7. Your University is considering a major reconstructing exercise in which most of the academic programmes are being revisited and suitable changes are being made in tune with the global market demands you have been selected by the administration to chair a committee to present the student's point of view. Decide whom to include in the committee and draft an agenda for the first meeting. 10
8. Discuss the role of an efficient CV in getting you an interview call for a job. 10

