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Total Number of Pages : 02

B.TECH

AR-17

B.TECH 1ST SEMESTER EXAMINATIONS(BACK), NOV/DEC 2019

BBSHS1060 COMMUNICATIVE ENGLISH-I

Time: 3 Hours

Max Marks : 100

The figures in the right hand margin indicate marks.

PART-A**(10X1 = 10 MARKS)**

Answer all questions.

- Listening is considered to be the _____ skills.
- The informal channel present in every organization is known as _____.
- In oral communication information is transferred from the sender to the receiver through _____ channel.
- A place where luggages are kept in a railway station is known as _____.
- Mercy letters are examples of vertical _____ channel of communication.
- The form in which information is sent or received in communication is known as _____.
- The raising of the first two fingers with other fingers bent down communicates the message of _____.
- _____ is referred to a cluster of personality traits.
- Mr. Singh has been staying in the city _____ 1996.
(Fill in the blank using Since/For)
- If he _____ (cash) the cheque, he could have paid the bill.

PART-B**(15 x 2 = 30 MARKS)**

Answer any fifteen questions from the following.

- Define context in communication.
- Write two example of the use of ICT in teaching.
- Define teleconferencing.
- Write examples of filters in communication.
- Define vertical channel of communication.
- Write down two examples of different business etiquettes.
- Define the different postures adopted by a listener while communicating.
- What is business etiquette?
- What are different table manners?
- What do you mean by listening and active listening?
- State the difference between hearing and listening.
- Where is the location of the members in video conference?
- In leadership skills, what is the most important role of a leader?
- Write two challenges encountered by professionals in culturally diverse workforce.
- Define Videoconferencing.
- Write synonyms of these following words:
 - big,
 - keep
- Write the meaning of the following Idioms.
 - To get into hot water



- ii). Snake in the grass
18. State the meaning of the given words.
- Calendar
 - Calender
19. Write down the antonyms of the following words:
Professional, Innocent
20. What makes professional communication different from general communication?

PART-C

(6 x 5 = 30 MARKS)

Section-i

Answer any Six questions

- Merits of written communication.
- Write short notes on ICT.
- Write are the different communication challenges in today's work place?
- Write about Message, context and topic with examples.
- Importance of punctuation in written communication.
- Difference between Intrapersonal and interpersonal communication.
- Write notes on Verbal and non-verbal communication.
- What are the different merits of Oral communication?

Section-ii

Answer any Two questions

(2 x 15 = 30 MARKS)

- (a) Describe the different communication challenges faced by a speaker in today's work place. 10
(b) What are the remedial measures one can take to overcome these challenges?
- (a) 90% of the messages are communicated through body language in Business communication. Elucidate. 10
(b) Discuss how non verbal communication is culture specific. 5
- (a) Communication is a joint collaboration by the sender and the receiver. Discuss the role of audience in communication. 10
(b)) Discuss any three barriers that lead to communication breakdown in an organization.
- (a) Organizations look for people with proficiency in soft skills. Discuss the vital areas of soft skills one should have to work in an organization. 10
(b) Lateral thinking is different than traditional thinking. Justify 5