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Total Number of Pages : 02

B.Tech.  
HM3102

**2<sup>nd</sup> Semester Back Examination 2017-18**  
**BUSINESS COMMUNICATION IN ENGLISH**

**BRANCH : AEIE, AERO, AUTO,  
BIOMED, BIOTECH, CHEM, CIVIL, CSE, ECE, EEE, EIE, ELECTRICAL, ENV, ETC,  
FASHION, FAT, IEE, IT, ITE, MANUFAC, MANUTECH, MARINE, MECH, METTA,  
METTAMIN, MINERAL, MINING, MME, PE, PLASTIC, TEXTILE**

**Time : 3 Hours**

**Max Marks : 70**

**Q.CODE : C1180**

**Answer Question No.1 which is compulsory and any five from the rest.**

**The figures in the right hand margin indicate marks.**

**Answer all parts of a question at a place.**

- Q1 Answer the following questions: (2 x 10)**
- a) An E-mail's style depends on one's [language, relationship, culture, computer skill]
  - b) Somebody's behavior in a foreign society becomes noticeable when it \_\_\_\_\_ in relation to the foreign culture.
    - a) irritates
    - b) conforms
    - c) overlaps
    - d) dilutes
  - c) The handshake that conveys confidence is \_\_\_\_\_ [limp , firm , double , loose]
  - 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?
    - a) diagonal
    - b) informal
    - c) spiral
    - d) verbal
  - f) A memo is considered a brief form of written communication for\_\_\_\_\_
    - a) internal use
    - b) external use
    - c) formal use
    - d) legal use
  - g) Every atlas has its own legend [ guess the meaning of the underlined word in the given context]
  - h) Persons who are able to influence others and are in possession of managerial authority are termed \_\_\_\_\_ [managers, rulers, leaders, politicians]
  - i) Which of the given skills are considered to be receptive skills and which are productive skills ? [listening, speaking, reading, writing]
  - j) The foremost barrier to oral communication is\_\_\_\_\_.
    - a) poor listening
    - b) interestedness
    - c) humility
    - d) concentration
- Q2**
- a) Briefly discuss four components involved with interpreting a message. (5)
  - b) Highlight five major points you keep in mind while giving an Oral presentation. (5)
- Q3 Compare and contrast between :**
- a) summaries and Abstracts (5)
  - b) Skimming and scanning (5)

- Q4** a) As an expert write a report on the careers in Information Technology? (5)  
b) Write a paragraph of about 150 words on “to have the apple and eat it too”. (5)
- Q5** a) What are the rudimentary skills required for effective writing? Briefly Discuss (5)  
b) Define Interview, discuss the key areas of any pre-interview preparation. (5)
- Q6** a) Highlight the areas of functional inter dependence between soft skill and communication skill. (5)  
b) Distinguish between high context and low context cultures. (5)
- Q7** What is pattern of Communication? Describe the flow and process of organizational communication, indicating clearly the role of each constituent element. (10)
- Q8** **Write short answer on any TWO :** (5 x 2)  
a) Mirroring and matching  
b) Note making  
c) Inferential reading  
d) cohesion