

- (ix) The full form of CV is 1
(x) Slouching means 1
(xi) Mass media communication. 2
(xii) Fake news as a component of social media. 2
(xiii) What is an official memo ? 2
(xiv) What is psychological barrier to communication ? 2
(xv) Define the linear model of communication. 2

Roll No.

Total Pages : 04

July-22-00110

B. Tech. EXAMINATION, 2022

Semester II (CBCS)

BUSINESS COMMUNICATION

(Common with B. Tech, B. Pharm and
B. Pharm (Ayur.)

HS-201

Time : 3 Hours

Maximum Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt *Five* questions in all, selecting *one* question from each Section A, B, C and D. Q. No. 9 is compulsory.

Section A

1. How does communication play an active role in clinching any business deal ? Discuss with reference to any persuasive message required in a specific situation. **10**

2. What are various types of information ? Differentiate between any *two*. **10**

Section B

3. Write a complaint letter to the Municipal Commissioner of your town concerning unhygienic conditions in your area. **10**
4. How do barriers affect communication ? Discuss various barriers and the ways to overcome them. **10**

Section C

5. What is a technical proposal ? Write one such sales proposal to a govt. agency to sell your product. **10**
6. Describe three methods and modals of report writing. **10**

Section D

7. Which skills are essential in making a successful presentation ? How can you tackle nervousness in a presentation ? **10**

8. Group discussion enhance leadership qualities. Discuss by highlighting major do's and don'ts of a group discussion situation. **10**

(Compulsory Question)

9. (i) 'Grapevine' is a major obstacle in any communication process. What does it mean ? **1**
- (ii) Identify the redundant word/s in the following sentence :
The topic needs to be examined by experts who are knowledgeable. **1**
- (iii) "Noise" in communication is a (physical barrier/psychological barrier) **1**
- (iv) 'Resume' is a word. (French/Latin/Italian). **1**
- (v) Alphabetical order of references at the end of a work is called..... (bibliography/footnotes). **1**
- (vi) A report monitoring someone/something's growth is called..... (progress report/analytical report). **1**
- (vii) Literature Review is an essential part of (thesis/report/letter). **1**
- (viii) The word 'paralanguage' in communication means **1**