

16001(J) 5-16

B. Tech 2nd Semester Examination

Business Communication (CBS)

HS-201

Time : 3 Hours

Max. 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 one question from each unit. Attempt five questions in all. Question 5th is compulsory.

UNIT - I

1. "Communication is life blood of any business organisation."
Elucidate.

OR

Explain various models of communication. (12)

UNIT - II

2. What is resume? How will you prepare an effective resume?

OR

What do you mean by oral communication? Explain the different barriers to oral communication. (6+6=12)

UNIT - III

3. What is meant by report? Discuss the types of business report.

OR

Write a detailed note on thesis writing. (12)

[P.T.O.]

UNIT - IV

4. Write an essay on "group Discussion."

OR

Write short notes on (any two)

- (a) Eye contact (b) Posture and gesture (c) Dress code. (12)

UNIT - V

5. Short answer type question carry one mark each.

- (i) What is meant by business communication?
(ii) Suggest some tips for making the communication more effective.
(iii) Name the various steps involved in the process of communication.
(iv) What is the difference between biodata and C.V.?
(v) Define E-communication.
(vi) What do you mean by mass communication?
(vii) What is meant by formal report?
(viii) Define synopsis.
(ix) Name the various types of speeches.
(x) Mention the essentials of presentation.
(xi) Explain the need and purpose of a proposal.
(xii) What is the importance of social media? (1×12=12)