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ENGINEERING & MANAGEMENT EXAMINATIONS, DECEMBER - 2007
BUSINESS ENGLISH AND COMMUNICATION
SEMESTER - 1

Time : 3 Hours]

[Full Marks : 70

GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10

i) In telephonic talk the message should be

- a) convoluted
- b) brief
- c) evasive.

ii) Empathy leads to

- a) greater receptivity
- b) more involvement
- c) greater focus.

iii) Lack of interest in a topic is

- a) receiver oriented
- b) sender oriented
- c) none of these.

iv) The writing stands to gain much in terms of acceptability if the tone is

- a) polite
- b) positive
- c) both (a) and (b).



v) Questions pertaining to the five W's and one H

- a) help in streamlining the report outline
- b) add unnecessary length
- c) neither (a) nor (b).

vi) Interpretation of data is followed by

- a) recommendations
- b) suggestions
- c) conclusions.

vii) The tone of a circular and notice is in the form of

- a) command
- b) request
- c) order.

viii) The tone of a claim letter should be

- a) aggressive
- b) polite
- c) flattering
- d) harsh.

ix) A report is

- a) objective
- b) subjective
- c) biased
- d) ambiguous.

x) Technical proposal is

- a) formal
- b) informal
- c) impersonal
- d) unexpressive.

**GROUP - B****(Short Answer Type Questions)**Answer any *three* of the following.

3 × 5 = 15

2. Give a format of a memo and a letter separately.
3. Mention the steps to prepare a software user manual.
4. How many styles of documentation exist ? Give examples of each.
5. Prepare a bar graph using the following percentage of students from different disciplines interested in a language training programme in a technical institute and explain the same :

B.Tech	38%
M.Tech	10%
MBA	12%
MCA	25%
Others	15%

6. Write shorts note on any *three* of the following :

- a) E-mail
- b) Homophones
- c) Wi-fi
- d) Video-conferencing in education
- e) Professional resume.

GROUP - C**(Long Answer Type Questions)**Answer any *three* questions.

3 × 15 = 45

7. "Good Writing" in Business Communication needs to be concise, precise and clear. Highlight, with examples, the features essential for achieving these qualities. 15
8. Classify the different channels of communication. Elucidate. 15



9. Prepare an attractive poster on a Computer Science Exhibition that is to be held in your college on 4th October, 2007. 15
10. You are the Manager, Sales of Ramesh Electricals Private Ltd. located at 5, Anna Salai Road, Chennai. You have supplied 15 single-phase electrical motors to Prem Electronics instead of 15 three-phase motors. Draft a letter of regret addressed to the Manager, Purchase of Prem Electronics apologizing for the wrong dispatch and stating the rectification measures.
11. Write a job application letter and curriculum vitae in response to the following advertisement published on 27th November, 2007 :
- A professionally managed engineering concern of international repute is looking for Sales Executive aged 28 years with a first class B. Tech degree and ready to serve anywhere in India and abroad. The candidate should have good communication skills, persuasive abilities and pleasing personality. Apply within 15 days to Box 223, The Statesman, Kolkata - 700 001.
12. Write an essay on 'The Effects of Advertisement on Today's Youth and Children'.

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