

Total number of printed pages - 4

HSSM 4102- B. TECH
PH. 2.1 - B. PHARM
HMCT/HSS 1002/B. ARCH/MCA

2ND SEMESTER EXAMINATION, APRIL - 2005

BUSINESS COMMUNICATION IN ENGLISH

Full Marks - 70

Time - 3 Hours


VG YAN
POWER OF KNOWLEDGE

The figures in the right hand margin indicate full marks for the questions.

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

Answer in a sentence or two : 2×10

- (a) Write a topic sentence on development being a victim of environment.
- (b) Join two sentences using yet.
- (c) What does the summary of a report contain ?
- (d) What does the conclusion of a business proposal give ?

(e) Improve the following in a business letter :
Awaiting your further orders.

(f) How is email more convenient than the telephone ?

(g) Why is a chronological CV not recommended if your career has had ups and downs ?

(h) What is the chairperson expected to do in a meeting ?

(i) What may be the purposes of a presentation ?

(j) Why is an interview sometimes called a personality test ?

2. (a) Write a topic sentence for a paragraph on people being obsessed with cricket in India.

5

(b) What are the items the cost estimate of a business proposal should cover ?

5

3. (a) As the sales manager of a business firm, write a letter to a customer apologising for the defective goods supplied and offering compensation.

5

(b) Prepare an appropriate bibliography of the following : 5

Business Matters, John Worsley, 1983, Cassell, London.

The Da Vinci Code, Dan Brown, 2003, Doubleday, New York.

4. (a) Highlight your skills and experience in a functional CV. 5

(b) What are the points you should keep in mind while preparing a press release ? 5

5. (a) The Finance Minister has proposed a tax on withdrawal of Rs.10,000/- or more from a bank in a day. Draft a resolution demanding the scrapping of the plan. 5

(b) Imagine an interview you have faced, and describe how it went in the first five minutes. 5

6 (a) Change the following problem statement into a statement of purpose : Growing number of high-rise buildings will create water and sanitation problems. $2\frac{1}{2}$

(b) What do you mean by a report's terms of reference ? $2\frac{1}{2}$

- (c) Why should you order the points in notes ? $2\frac{1}{2}$
- (d) Some people object to salutation like 'Dear Sirs' and 'Gentlemen' in business letters. Why ? $2\frac{1}{2}$
7. (a) How do public relations differ from propaganda ? $2\frac{1}{2}$
- (b) What do you emphasize in your letter of application ? $2\frac{1}{2}$
- (c) How would you make text reference in the author-date system for T.S.Eliot, 1921 ? $2\frac{1}{2}$
- (d) What is a vote of thanks ? $2\frac{1}{2}$
8. (a) Why do we need to keep minutes of proceedings of a meeting ? $2\frac{1}{2}$
- (b) How is a whiteboard useful in making a presentation ? $2\frac{1}{2}$
- (c) In an interview, how would you handle difficult questions ? $2\frac{1}{2}$
- (d) What is an interpretative report ? $2\frac{1}{2}$