



Term Evaluation (Even) Semester Examination March 2025

Roll no.

Name of the Program: BTech

Semester: 2

Name of the Course: Advanced Professional Communication

Paper Code: THU-201

Time: 1.5 Hours

Maximum Marks: 50

Note:-

- Answer all the questions by choosing any one of the sub questions.
- Each question carries 10 marks

Q1	(10marks)	
(a)	'Business Correspondences are life-breath of an organization' Explain the significance of business letters for the survival of any organization in today's competitive business world.	CO1
	OR	
(b)	'By crafting a well-prepared and engaging introduction, you can capture interviewers' attention' Analyse behaviours which are appropriate and inappropriate in 'Self Introduction'	
Q2	(10 marks)	
(a)	Email has become one of the most important ways of communicating in the world of business. Discuss various protocols for drafting business emails.	CO1 & CO3
	OR	
(b)	Preparation for an interview can show the interviewer that you have put in the efforts and are genuinely interested in the job. Provide a checklist of 10 points for a keen interviewee.	
Q3	(10 marks)	
(a)	Write short notes on: (i) Situational Interviews (ii) Counselling Interviews	CO1 & CO5
	OR	
(b)	Write short notes on: (i) Structured Interviews (ii) Exit Interviews	
Q4	(10 marks)	
(a)	You are the principal of St. Lawrence School. You wish to convene a meeting of all the teachers of the school for taking action against short attendance of students. Prepare the agenda of the meeting, invent necessary details.	CO1 & CO4
	OR	
(b)	You are Khushi Gupta. An important visitor is coming to your company on Wednesday, April 2, 2025. Write an email to your assistant Raghav, asking him to receive the visitor from the airport, taking him to the hotel and then bringing him to your office. Invent necessary details.	
Q5	(10 marks)	
(a)	Draft a Memo from the Managing Director of ABC Ltd. to the Production Manager about a complaint by a customer for not attending to an urgent communication. Invent necessary details.	CO1 & CO4
	OR	

(b)	Kavita Jain, in-charge of NSS club of St. Paul School, Mumbai, is asked to write a notice about a tree-planting event on World Environment Day. Invent necessary details for maximum participation of the students.	
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