



End Term (Even) Semester Examination May-June 2025

Roll no. 2494027.....

Name of the Program and semester: BTech, Semester-2

Name of the Course: Advanced Professional Communication

Course Code: THU-201

Time: 3-Hour

Maximum Marks: 100

Note:

- (i) All the questions are compulsory.
- (ii) Answer any two sub questions from a, b and c in each main question.
- (iii) Total marks for each question is 20 (Twenty).
- (iv) Each sub-question carries 10 marks.

Q1. (2X10=20 Marks) CO4

- a. Business Correspondences are the most formal method of communication following specific formats. Explain the guidelines of business letters for maintaining goodwill of the organization.
- b. Write short notes on:
 - (i) Agenda of the Meeting
 - (ii) Memorandum
- c. In the world of business, emails are increasingly used to transfer information to all the stakeholders. Explore the guidelines for drafting emails.

Q2. (2X10=20 Marks) CO1

- a. You are Mr. Sahil Sharma, Managing Director of PQR Ltd. Write an email to Mr. Prakash Jain, Project Manager; appreciating his hard work which resulted in a completion of your team project on time. Invent necessary details.
- b. Draft a job application in response to the advertisement in The Times of India, Dehradun: Applications are invited for the post of Sales Manager. The candidate should be a graduate and have at least five years of experience in sales management, conversant with sales operations and excise laws. Apply with particulars to Aadya Industries Ltd, 20/45, Pusa Road, New Delhi 110005 latest by July 30, 2025.
- c. You are Sapna Grover. You bought a Bluetooth Microphone from M/s Gupta Sounds and Amplifiers, Pitampura, New Delhi – 110034. On receiving the parcel, you realized that the device sent to you is not working. Write a Letter of Complaint to the Manager – Customer Care Service of the mentioned firm asking for the immediate replacement at their own cost.

Q3. (2X10=20 Marks) CO2

- a. A well-conducted interview process aids in selecting the best candidate. Discuss the preparations to be done by interviewer and interviewee for an Interview.
- b. Cover letter allows the recruiter to develop a better understanding of your suitability for a position. Explain the qualities of a well-written Cover Letter
- c. Soft Skills are essential skills applicable to all professions: Explain the ways in which you can develop or improve soft skills.

Q4. (2X10=20 Marks) CO3

- a. Write short notes on:
 - (i) Hard Skills and Soft Skills
 - (ii) Difference between Resume and CV
- b. Interviewing a candidate can help you determine their proficiency in various skills. Justify the statement by highlighting Do's and Don'ts of Interviews.
- c. The proposal emphasizes the best solution to the project. Elaborate various components of a Technical



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Proposal.

Q5.

(2X10=20 Marks) CO5

- a. 'Soft skills include attributes and personality traits that help employees interact with others and succeed in the workplace' Discuss.
- b. A proposal tries to convince its reader that the proposed plan is worth doing. Interpret the characteristics of a Proposal.
- c. A meticulously written resume gives a glimpse of your whole career in few pages. Explain the term resume and its types.