

ACAD-27 a)	Shri Ramdeobaba College of Engineering and Management, Nagpur -440013	Iss. No.: 01, Rev. No.: 00
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Department: CSE (Data Science), Humanities	Semester: III Course Code: HUT253 Course Name: Business Communication	Page: 01/01
Programme: BE	Test 2	Date of Exam: 17/02/2022
Max Marks: 15	Session: 2021-22	Time: 1 Hr

PLEASE NOTE THE FOLLOWING

1. Anything that is copied word-by-word from any source from the internet will be taken as copying and ZERO marks will be allotted to such an answer
2. If the class/lecture slides are copied word-to-word then ZERO marks will be allotted
3. Points from the prescribed text book will be welcome. But they have to be answered in your own words
4. If answers of two or more students are found to be the same in text, then that would be treated as copying and zero marks will be allotted to all the students whose answers are same or similar.
5. Any late submission of paper (beyond 15 mins) or resubmission of paper (as visible in the history) will be considered under unfair means and the course teacher will have the freedom to NOT evaluate the paper.
6. All questions will be given marks as per the following rules:
 - a. Point headings
 - b. Each point heading is explained with logic and examples
 - c. Any answer which specifically does not answer the question is not an answer. E.g. if a question on feasibility report is asked and the student is beating around the bush, is giving no examples or explanation that explains a feasibility report, then that is not an answer.
 - d. Minimum points per answer would be equal to marks allotted to the answer – e.g. if the question is for 7 marks then minimum of 7 points headings **with proper explanation and example** will be treated as a good answer.
 - e. Use of illustrations/sketches will fetch additional marks.

Que. No		Marks	CO
Q.1	Explain the components of a feasibility report. Answer Expectations Explain what is a feasibility report and when/why is it written The explain the following components 1. Date	(05)	CO2

2. To
3. From
4. Subject: e.g. Feasibility Report on purchase of laptops for Communications Lab

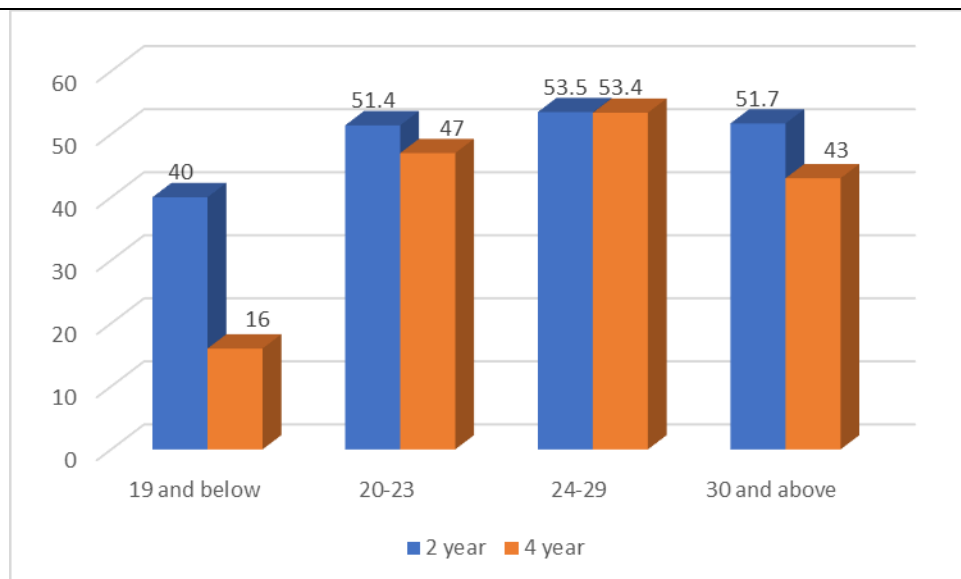
II. Introduction (overview, background)

2. **Purpose / Objective** - *What* problem motivated the feasibility study Or *Why* talk about feasibility of any project/equipment – *what is the problem* e.g. the problem could be that the current communications lab does not have efficient communication technologies as latest computers or laptops or the student strength has increased and the current number of laptops are not enough. Thus the lab classes are not functioning efficiently.
3. **Who** initiated the study, *who* requested for the report. E.g. Its possible that person A must have sent a proposal to buy new laptops for the lab and the Head of the institution the initiated the feasibility study to find out if the lab really requires the laptops
4. **Personnel** - *who* are the team members who conducted the feasibility study and are now writing the report, who are the contacts/vendors who were contacted during the study for the purchase of the equipment.

III Discussion: This section is crucial as based on the findings in this section, the higher authorities can take a decision. This consists of two main sections. These are Criteria and Analysis.

1. **Criteria** – This includes the parameters that were compared to studied to study feasibility e.g. for buying laptops for the lab, various brands of laptops as well vendors would have been compared on various parameters such as cost of laptops, their configurations, look of the laptops, warranty, service terms and conditions, free accessories, training of staff, etc
2. **Analysis** – This section compares the findings with criteria. It also compares the existing equipment/system in the company with the proposed equipment/system just to understand how much would the new system/equipment be better e.g. which brand of laptops have what kind of configuration, their weight, looks, company warranty. Which vendors are providing a discount, which ones are giving free accessories, what is each vendor's service terms, etc. Also, the current

	<p>laptops or facilities in the lab are compared to the new ones to give an idea of how the new equipment would turn out to be better than the existing ones.</p> <p>IV. Conclusion and recommendations</p> <ol style="list-style-type: none"> 1. Conclusion – what were the findings of the analysis and significance of the findings 2. Recommendations – next course of action/which one feasible or best. Which one should be bought and how many. 		
Q.2	<p><i>Convert the following data in a graph. Follow all the rule of creating a graphic as well as all the objectives of business communication.</i></p> <p>The Education Department of USA presented data on the percentage of college dropouts in two-year and four-year degree courses. This data presented age-wise for 2018. In the age group of 19 and below the dropout rate was 16% for 4-year degree courses and 40% for 2-year degree course. In the age group of 20 to 23 the dropout rate was 47% for 4-year degree courses and 51.4% for 2-year degree course. In the age group of 24 to 29 the dropout rate was 53.5% for 4-year degree courses and 53.4% for 2-year degree course. In the age group of 30 and above the dropout rate was 43% for 4-year degree courses and 51.7% for 2-year degree course.</p> <p><u>Answer:</u> <i>Expectation was the following: – introductory statement, graph number, graph title (above the graph and not below it), <u>bar graph since it is a comparison</u>, source, a paragraph on analysis of the graph.</i></p> <p>Figure-1 presents an age-wise comparison of college drop out in 2year and 4-year degree courses. This data was presented by the Education Department of US for 2018.</p> <p>Figure-1: Age-wise college dropout rate in two-year and four-year degree courses (in %)</p>	(05)	CO4



Source: Education Department of USA, 2018

From figure-1 it is clear that the college drop out rate is more in case of two year courses than four year courses. The highest drop out rate was found in the age group of 24 to 29 years which are the years when people seek employment rather than spending their time in education. However, the lower drop out rate in age group of 30 years and above especially in 4 year degree courses can be attributed to the seriousness towards skill development.

Q.3	<p>What points would you put forward to get selected if you are assigned the topic “online Vs offline teaching and learning for effective education” in a GD.</p> <ol style="list-style-type: none"> 1. Definitions of online and Offline teaching 2. Pros and cons of each mode of teaching and learning 3. Which method you find suitable to recommend and why <p>Each of the points have to be supported with reason and data (wherever required).</p>	(05)	CO5