

16001(J) — 6

**B. Tech 2nd Semester Examination**

**Business Communication (CBS)**

**HS-201**

**Time : 3 Hours**

**Max. Marks : 60**

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**Note :** Attempt one question from each unit. Attempt five questions in all. Question 5th is compulsory.

**UNIT - I**

1. "Communication is life blood of any business organisation." Elucidate.

OR

Explain various models of communication. (12)

**UNIT - II**

2. What is resume? How will you prepare an effective resume?

OR

What do you mean by oral communication? Explain the different barriers to oral communication. (6+6=12)

**UNIT - III**

3. What is meant by report? Discuss the types of business report.

OR

Write a detailed note on thesis writing. (12)

**[P.T.O.]**

**UNIT - IV**

4. Write an essay on "group Discussion."

OR

Write short notes on (any two)

- (a) Eye contact (b) Posture and gesture (c) Dress code. (12)

**UNIT - V**

5. Short answer type question carry one mark each.

- (i) What is meant by business communication?
- (ii) Suggest some tips for making the communication more effective.
- (iii) Name the various steps involved in the process of communication.
- (iv) What is the difference between biodata and C.V.?
- (v) Define E-communication.
- (vi) What do you mean by mass communication?
- (vii) What is meant by formal report?
- (viii) Define synopsis.
- (ix) Name the various types of speeches.
- (x) Mention the essentials of presentation.
- (xi) Explain the need and purpose of a proposal.
- (xii) What is the importance of social media? (1×12=12)