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(2067)

17001(M)

B. Tech/B. Pharmacy/B. Pharm. (Ayur.) 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 five questions in all by selecting one question from each of section A, B, C and D. Section E is compulsory.

UNIT - I

1. Discuss the importance of communication. How communication is the lifeline of any business organisation. (12)

OR

Define the following types of information with illustration:
Order, Advice, Warning, Motivation. (12)

UNIT - II

2. A post of financial manager has been advertised in The Tribune by ABC Limited. Apply for the above mentioned post along with your resume. (12)

OR

What do you understand by oral communication? Explain the different barriers to oral communication. (12)

UNIT - III

3. Discuss various types of Reports. What is the structure of a report. (12)

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OR

What is Technical Proposal? Define concept and layout of Technical Proposal. (12)

UNIT - IV

4. How you can tackle the hesitation and nervousness while speaking in public? (12)

OR

Define body language and the role of body language in communication. (12)

UNIT - V

5. All parts are compulsory:
- (a) What is group discussion.
 - (b) Define e-mail and importance of social media.
 - (c) Explain posture and gesture.
 - (d) Importance of eye contact while speaking. (4×3=12)