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**FOURTH/SIXTH SEMESTER B.Tech EXAMINATION, JULY – 2022**  
**BUSINESS COMMUNICATION AND PRESENTATION SKILLS**

Time: 3 Hours

Maximum Marks: 70

**Instructions:**

- i. Answer any **FIVE** questions completely. Questions 1 and 2 are compulsory. Each question carries 14 marks.
- ii. Missing data may be suitably assumed.

1.
  - a. State 7Cs of Communication 14
  - b. List the difference between conciseness and courtesy in 7C's of Communication with an example.

2.
  - a. Define Memo and list its importance 14
  - b. Draft a memo inviting employees of the office for a meeting to brainstorm for an Annual Get-together Party in the office.

3.
  - a. Compose an email to the coordinator at BMS College seeking information about the B-tech course offered by the college. 14
  - b. List the Do's and Don'ts while drafting an Email.

**OR**

4.
  - a. Elaborate on different types of Reports. 07
  - b. Draft a MOM for the following scenario:  
 General Body meeting of XYZ company which has 250 employees. 07  
 Meeting attended by fifteen people  
 Agenda: Appointing a new Vice President for the company.

5.
  - a. Explain the term Elevator Pitch and the advantages of it. 14
  - b. Create a sample elevator pitch outline when you happen to meet a famous Angel Investor in the elevator, and you try to promote your company's latest technological service to him.

**OR**

6.
  - a. Discuss how nonverbal communication can have different meaning in different cultures. Give examples. 14
  - b. Discuss ways to reduce misinterpretation when communicating with people from different cultures.

