

[Total No. of Questions - 9] [Total No. of Printed Pages - 2]

DEC-23-0111

HS-201 [Business Communication (Common with B. Tech,  
B. Pharm & B. Pharm (Ayur.))]

B.Tech.-2nd CBCS

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, selecting one question each from sections A, B, C and D. Q. No. 9 is compulsory.

#### SECTION- A

1. As Mehul Gupta, the office manager of Auro Private Ltd, you want to remind the employees of your company to clean up after themselves in the lunchroom. There was recently an infestation of cockroaches. The building has since been fumigated, but you still require the cooperation of staff to prevent a re-infestation. Draft a memo stating the purpose, your reason(s) for sending it, i.e., the kind of behaviour you have noticed, and what actions you want to be taken. (10)
2. As Pratham Mittal, the incharge of Junior Science Laboratory of ASN Public School, draft a purchase letter, and place an order to Auro Laboratory works for various apparatus/equipment to be used in your Laboratory. (10)

#### SECTION-B

3. In the present context, Educational Scenario has been deeply affected due to various external factors like introduction of quota system, reservation, curriculum design, etc. This has led to discontent among the educators as well as students. The Ministry of Education has formed a committee to enquire into

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this matter. You as the chairman of this committee have to prepare a report to be submitted to the Head, Ministry of Education. Prepare an introduction for this report.

(10)

4. Assume that you are facing an interview panel. The interviewers have asked you to introduce yourself. How would you answer this question? (10)

#### SECTION-C

5. What is oral communication? What are its types? Explain the barriers of oral communication with suitable examples. (10)
6. Do you think speech rhythm is necessary to make speech effective? Describe in detail. What are the advantages and limitations of body language? (10)

#### SECTION-D

7. The role of the sender is tough as he/she necessarily needs to adhere to certain stages for the completion of his/her goal. Discuss these stages. (10)
8. Explain the nature, scope and function of mass communication. (10)

#### SECTION- E (COMPULSORY)

9. Write short note on the following topics:
  - (a) The difference between analytical and informative report.
  - (b) The role of eye contact in an interview.
  - (c) The difference between a memo and a letter.
  - (d) Technical Proposal. (4×5=20)