

[Total No. of Questions - 9] [Total No. of Printed Pages - 3]

May-24-0110

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. Question no. 9 is compulsory.

SECTION - A

1. You had purchased a mobile phone from an e-commerce website during a discount sale. However, you received a damaged phone (the screen was broken and the battery appeared to have been removed from the box). Write a letter to the Head Customer Service of the website asking for a replacement or refund. (10)
2. What are the advantages and disadvantages of video-conferencing vis-a-vis face-to-face conferencing in the context of channels of communication? (10)

SECTION - B

3. **Chat GPT: The Leap of Artificial Intelligence** is the topic for Group Discussion given by HR team of Auro Private Limited during the final round of placement interview. One of your fellow mates Neelanjan took the initiative and started the discussion: **Neelanjan:** Good Morning Everyone, I am Neelanjan Sharma. Have we ever wondered how our phone's voice assistant works? Aren't we amazed to see the techniques used to detect the Covid 19 patients during the pandemic? Yes, I am talking

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about the same Artificial Intelligence, which has been in the news for months for various reasons. It's the most discussed topic across the globe. We all have seen the application of AI techniques in most places. But what exactly is artificial intelligence? AI is the simulation of human reasoning and intelligence into machines, thus programming them to do the work that humans do. Therefore, it is ARTIFICIAL, as its intelligence is instilled from external processes. One of the finest products of Artificial Intelligence in recent days is Chat GPT. It has produced a lot of buzz across the globe due to its working and capacity to change business operations in the future. It was developed and released by OpenAI, an Artificial Intelligence research and development laboratory.....

Now you have to carry the discussion further. Write a paragraph to express what would you add on to the ongoing Group Discussion. (10)

4. You are applying for the post of System Manager in a company engaged in producing computer software. Prepare your cover letter for the said post. (10)

SECTION - C

5. What are the essential components of a memo? Assume you are the Senior Branch Manager of Life Insurance Corporation of India, Dibrugarh and draft memo requesting all the employees of the branch to attend the farewell ceremony of Mr. B. Saikia, Assistant Administrative Officer, to be held at 2 p.m. on August 12, 2023 at the Conference Hall. (10)
6. It is safer to add only familiar people to our personal social media account. Comment on the statement and elucidate your answer with examples. (10)

[P.T.O.]

SECTION - D

7. Explain the communication process with diagram and suitable examples. (10)
8. As part of a project to redesign the office space at your company's head office, you have carried out a survey of staff attitudes to the current workspace. You now have to write a report only summarizing the main findings and recommending the changes that need to be incorporated in the new design. (10)

SECTION - E (Compulsory)

9. Write short note on the following topics:
- (a) Why is communication important in the social, political and commercial world? Explicate your answer with examples.
 - (b) The difference between posture and gesture with suitable examples.
 - (c) The difference between a Curriculum Vitae, Resume and Bio-Data.
 - (d) Body Language in an Interview. (4×5=20)