

**FACULTY OF ENGINEERING & INFORMATICS****B.E. II – Semester (Main) Examination, June 2017****Subject: BUSINESS COMMUNICATION and PRESENTATION SKILLS****Time: 3 Hours****Max Marks: 70**

- Note:** i) Answer all questions in Part – A and any five questions from Part – B  
 ii) Answer to the questions of Part – A must be at one place and in the same order as they occur in the question paper  
 iii) Missing data, if any, may be suitably assumed.

**PART – A (20 Marks)**

**a. State whether the following is TRUE or FALSE** **(1/2 x 2 = 1)**

- 1 Try to be a good speaker only initially in an interview.
- 2 Being the most qualified candidate for the position just about guarantees you will get the job.

**b. Choose the best answer from the given choice** **(1/2x 2 = 1)**

- 1 The STAR (situation, task, action, results) Technique refers to a tool you should consider using for developing answers to what type of interview questions?
  - a. Traditional/Conventional
  - b. Psychological
  - c. Behavioural
  - d. Historical
- 2 Which part of the interview is the most important?
  - a. First minute
  - b. Answers to the “toughest” questions
  - c. Final minute
  - d. The whole time

**c. State whether the following are true or false.** **(1/2 x 2 = 1)**

1. In an e-mail active voice is used. [   ]
2. Use of abbreviations in an e-mail communicates better. [   ]

**d. Fill in the blank from the given options.** **(3 x 1 = 3)**

- 1 Letter of Transmittal is a part of \_\_\_\_\_
  - a. a short report
  - b. long informal report
  - c. inquiry letter
  - d. long formal report

2. \_\_\_\_\_ is the exchange of computer stored messages by electronic telecommunication.
- SMS
  - MMS
  - E-mail
  - Attachment
3. \_\_\_\_\_ is the ability to influence group members so as to help and achieve the goals of the group.
- Management
  - Leadership
  - Teamwork
  - all the above

- e. Use the following phrases and write an email with minimum of 70 words to the customer Mr. Gill Roy explaining delay to the project. (1 x 3 = 3)**

Payment processing system – Schedule – 10th May (Friday) – Unexpected power outage – 3 days – Overall delay – 7 days – includes recovery of lost work – will not recur

- f. Choose the correct option from choice given. (1 x 3 = 3)**

1. An email is meant for [   ]
- Something which can't be said on person's face
  - To make it short and relevant
  - For using fancy colored fonts
  - To send the message at the earliest
2. What does the word 'e-mail' mean? [   ]
- electrical mail
  - electricity mail
  - electronic mail
  - elicit mail
3. Which of the following is a task need in a problem solving small group? [   ]
- researching the topic being discussed
  - reserving a room for the group
  - all of the above
  - none of the above.

- g. State whether the following are true or false: (1 x 3 = 3)**

- 1 A technical report should be based on facts
- true
  - false

- 2 Acknowledgements are usually used in short reports
  - a. true
  - b. false
- 3 Reports, as a rule, are written in first person narration.
  - a. true
  - b. false

**h. Write short notes on the following.**

**(1 x 3 = 3)**

What are the **three** different styles of communication?

**i. State the following whether they are true or false:**

**(1 x 2 = 2)**

1. Logic is not that important when we are writing our statement of purpose as it doesn't play a vital role
  - a. true
  - b. false
2. Concise narration is never appreciated in a statement of purpose
  - a. true
  - b. false

**PART – B**

- 1) Write a letter to a HP Company enquiring about desktops. The purchase order should indicate the quality, quantity, price and mode of delivery.
- 2) Suggest the techniques of 'how to manage one's time' with examples?
- 3) How is Delphi technique different from Nominal Group technique?
- 4) How do you respond to each of the following questions in an interview?
  - a. Tell me about yourself?
  - b. What is your strength?
  - c. What is your weakness?
  - d. Who is your role model? Why?
- 5) Discuss in detail the importance of accuracy, brevity and clarity in business communication?
- 6) Give an account of some major differences between Technical and General Writing.
- 7) Write a short statement of purpose of 150-250 words concerning your purpose for undertaking or continuing Masters Study; your reasons for wanting to study at Osmania, and your research interests, professional plans, and career goals. You also may explain any special circumstances applicable to your background and elaborate on your scholarly publications, awards, achievements, abilities, an/or professional history.