

Reg No.: _____

0004ME6122052001 Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

B.Tech S8 (Hons) Exam May 2020

04ME6122 – Business Communication and Report Writing

Max .Marks: 60

Duration: 3 hours

Part A

Answer all questions

Each question carries 3 marks

1. Business effectiveness and communication
2. Impact of Noise in communication
3. Using Group discussions as a tool
4. Oral communication use and limitations
5. Role of Observation skills in communication
6. Letter writing in modern times
7. Time management as a management principle
8. Preparing Project reports

[3 x 8 = 24 Marks]

Part B

Each question carries 6marks

9. Explain different ways in communication. Discuss about the purpose of feedback in healthy Communication. How do we address noise and bias in communication received?

OR

10. With special reference to business communication identified as different from technical communication, explain how to improve effectiveness.
11. Group discussions contribute to effective management through interactive communication. Explain with examples.

OR

12. Why is public speaking skill treated as essential in modern times for advancement in effective communication in management circles?
13. How is a good oral presentation designed? What are the inherent factors to be considered?

OR

14. Explain different aids used in modern Technical and business presentations for added effectiveness.

15. What are the different types of letters? Also, bring out their relative importance and relevance.

OR

16. Assuming yourself as the manager of an online e platform for Fashion in Bangalore, how will you promote the firm using effective letters/emails? Provide sample mails.

17. Discuss the purpose of a technical report? Explain the relevance of its contents.

OR

18. How is a project proposal prepared? Discuss in detail the steps involved.

19. Describe the components of a typical HRM system in a medium sized company. Explain from communication point of view why HR skills are important.

OR

20. What are the essential skills required to become an effective leader. How does communication assist motivational, risk taking and negotiation skills?

[6 x 6 = 36 Marks]