

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – June, 2021

Program: BBA_FT
Subject/Course: Business Communication
Course Code: HUMN1002

Semester : II
Max. Marks: 100
Duration : 3 Hours

Instructions:

1. The student must write *his/her name and enrolment no.* in the space designated above.
2. Section A: **Type the Answer** question type. Students while answering will be shown a **text box** to type their answers
3. Section C & D: **Scan and Upload** question type. students are expected to write on a **plain white A4 answer** sheets and upload the snapshot of the answer
4. **STUDENTS ARE REQUIRED TO MENTION THEIR NAME, ROLL NO & PROGRAM ON EACH SHEET**
5. Students are expected to *mention correct question numbers* while answering them on Plain white A4 Answer Sheet.

Note : Attempt All Sections

	Section-A Each question carries 5 marks Instruction: Choose the correct answer/Complete the statement	CO
Q.1	A group discussion of a real life situation with in a training environment is _____ a) Discussion. b) Listening. c) Case study method. d) All of the above	CO1
Q.2	Communication saves time in: a) Internal communication. b) Interview. c) Oral communication. d) Schedule.	CO1
Q.3	The following is the permanent records for business. a) Business letters b) Ledgers c) Production reports d) All of the above	CO1

Q.4	Which of the following combination is /are example/s of written communication? a) Letters and voicemail b) Reports and email c) Circulars and voicemail d) All the above.	CO1
Q.5	Conciseness of message refers to: a) Brevity b) Specificity c) Crispness d) Comprehensiveness	CO1
Q6.	Curriculum vitae is known as- a) Personal profile b) Personal data sheet c) Qualification sheet d) All the above	CO1
Section-B		
Each question carries 10 marks		
Instruction: Write short/brief notes		
Q7.	You would like to purchase 100 refrigerators for your retail showroom. Write an order letter to Voltas with reference to catalogues sent by them.	CO3
Q8.	You have won a cash prize of 3000/- in University competition. The money has not been transferred to your account despite reminders. Write an email to finance department of University for the same.	CO2
Q9.	Explain in detail the different parts of a business report.	CO2
Q10.	As a communication manager, what would be the steps and measures taken by you to improve the presentation skills of the employees of your organisation? Explain.	CO3
Q11.	Write a one page project proposal to DST for the idea of promotion of organic farming and marketing in rural areas	CO4
Section-C		
Question carries 20 marks		
Instruction: write long answer		
Q12.	The process of job hunting requires three steps: writing and sending CV to target company, participating for group discussion and attending a personal interview. How will you prepare yourself for each of these.	CO4