

No. of Printed Pages : 9 Roll No. ....

3K-BDSN-01A

May/June 2015

**COMMUNICATION TECHNIQUE-II**

Time Allowed : 3 Hours

Max. Marks : 100

*Note 1. 'Part-A' may be attempted in first 6 pages of Answer-sheet.*

*2. 'Part-B' may be attempted in rest of the sheets of Answer-sheet.*

*3. Answer be given in English only.*

[Part-A]

1. Attempt any ten of the following in not more than two or three sentences each :

10X2=20

- (i) What do you understand by 'sender' in communication ?
- (ii) What are different media of communication ?
- (iii) Why listening is considered necessary in oral communication ?

P.T.O.

- (iv) What do you understand by 'salutation' and 'enclosure' in connection with a letter ?
- (v) Give two examples of classified advertisements.
- (vi) According to you why has Government of India done away with the telegram ?
- (vii) Why do we have to give specifications when we invite quotations ?
- (viii) What do you understand by a tender notice ?
- (ix) How is press release different from a press report ?
- (x) Give two examples of reports from government departments/ministries.
- (xi) State any two objectives of writing a memorandum.
- (xii) What is meant by the term "Heading" in a business letter ?
- (xiii) Give four examples of audio-visual communication.
- (xiv) Can one be both a sender and a receiver in communication and how ?

2. Attempt any five of the following in not more than 80 words :  
5x4=20
- (i) Your friend has got admission in MBA programme of a reputed university. Write a letter congratulating him/her.
- (ii) Your younger brother, who stays in a hostel, has taken to smoking. Write a letter telling him to quit smoking and concentrate on his career.
- (iii) Prepare a press notice for change of your name.
- (iv) On behalf of Bhartiya Vidyapeeth Institute of Management, Paschim Vihar, Delhi, draft a press notice for the Annual Cultural Meet of the college.
- (v) Owing to some pressing problems you will not be able to attend your office in the afternoon. Write a short note to your immediate senior, stating the reason for your inability to attend the office.
- (vi) You have found a bag containing some important documents. Draft a suitable

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notice to be put on your Facebook timeline, requesting all your friends to widely circulate and share it.

(vii) You have lost your Admit Card for BTE examination. Write a letter for issue of duplicate card to Controller, Board to Technical Education, Delhi.

[Part-B]

3. Write a report on the working conditions of your library, paying special attention to the problems faced by the students. Suggest measures that should be adopted to bring about improvement.

Or

You have been asked to investigate an incident of fire in a laboratory. Write a report describing the possible causes of the fire, extent of the loss and suggesting ways to prevent such accidents in future.

Or

Your class was taken to an Industrial visit to an automobile factory at Maharashtra. Prepare a report stating the enriching experiences and the exposure it provided you. 10

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4. As Hostel Warden, you had ordered some medicines from a local chemist. On opening the packet, you have realized that the medicine are past the expiry date. Write a suitable letter to the chemist asking for substitute and reprimanding him for the carelessness shown by him and advising him to be careful in future.

Or

You had ordered some refreshment for a get-together in your office after approving the samples sent by the caterer. After receiving the supply you find that one item did not match the sample you had approved. Write a letter expressing your dissatisfaction and asking the caterer to make suitable adjustment in the billing. 10

5. You are Shobhna Chadha/Rahul Gupta of 902, Kingsway Camp, Delhi. You lost your driving license while you were surveying the local

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market in connection with some official work.

Write a letter to the SHO of your area informing him of your loss and requesting for a suitable action.

Or

You are Sumit Rawat, an ex-student of Pusa Polytechnic, Pusa, New Delhi. Your diploma has some errors in the spelling of your name. Write a letter to the Controller, Board of Technical Education, requesting him to get the mistakes rectified. 10

6. As Manager, Big Bazar, Netaji Subhash Place, Pitampura, Delhi, Write a memorandum to the employees asking them to be courteous to the clients during the public hours.

Or

As President, Students Union, Satyawati College, Ashok Vihar, draft a letter to be sent to the Chief

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Guest of the Annual Day Celebration, informing him about the sudden change in the date of the programme. 5

7. Prepare an application and your resume in response to the following : 10

Tata Consultancy Limited invites applications from BE/B.Tech/BCA/B.Sc-IT/MCA to work as Trainee Engineers/Technical Trainees. Attractive salary/perks and organizational growth are ensured.

8. Make a precis of the following passage and suggest a suitable title. 15

Striking the right balance between work and home has always been a challenge for working women. A survey now finds that this multitasking is taking toll on their health. The worst part is most of the affected women are in the 32 to 58 age group.

The survey titled "Multi-tasking seriously affecting corporate women's health was conducted by the Associated Chamber of Commerce and Industry to mark International Women's Day on March, 8. The survey found that 75 percent of the total sample size of 2800 corporate women employees from 120 companies across 11 broad sectors had one or the other health problems. The survey covered all levels of hierarchy and the problem was found to be prevailing across all levels of seniority and grades. It was conducted in Ahmedabad, Bangalore, Chennai, Delhi, Hyderabad, Jaipur, Kolkata, Lucknow, Mumbai and Pune.

According to a press release, the study found that 78 percent of the sample size suffered from lifestyle, chronic and acute ailments. These included obesity, depression, chronic backache, hypertension, high cholesterol and heart and

kidney diseases. "Those in the younger age group manage to cop up but are in a danger of developing problems," the release said. About 40 percent of the sample size was found to be suffering from lifestyle diseases such as backache, obesity, depression, diabetes, hypertension and heart ailments. While 22 percent were reported to be suffering from chronic diseases, 14 per cent had acute ailments.

"A majority of the respondents said while the jobs were demanding, fear of losing them in an environment of economic slowdown and low employment generation was making things worse," the release said.

The worst part is that a majority of them do not get to visit the doctor. The reasons vary from a busy schedule to staying in denial mode, and some of them take to home remedies. Increased medical costs also add to the problem, particularly for those at the lower strata of jobs, the release added.