

Diploma in Ethnic Food & Sweets Processing**Subject: Business Communication****Subject Code: HDFP106****Semester: 2nd (Regular)****Batch: 2018-19****Theory (External): 70 Marks****Time: 03 hours****Instructions to the Students**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number

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SECTION –A (OBJECTIVE TYPE QUESTIONS)

(10x2=20 Marks)

- Q1 The most important goal of business communication is-----.
- a) Organizational goodwill
 - b) Receiver's response
 - c) Receiver's understanding
 - d) Favourable relationship between sender and receiver
- Q2 Communication is the task of imparting-----.
- a) Information
 - b) Knowledge
 - c) Message
 - d) Wisdom
- Q3 ----- is a process in which two or more parties try to resolve differences, solve problems and reach agreement.
- a) Communication
 - b) Negotiation
 - c) Discussion
 - d) Consultation
- Q4 ----- is a process of drafting our message.
- a) Editing
 - b) Revising
 - c) Composing
 - d) Reviewing
- Q5 The most important communication task for business students is to prepare which thing?
- a) Memo
 - b) Resume
 - c) Circular
 - d) Proposal
- Q6 To check the competency and abilities of a candidate, which tests are designed?
- a) General tests
 - b) Job skill tests
 - c) Psychological tests
 - d) Drug tests
- Q7 Find the odd one:
- a) Interview call letter
 - b) Confirmation in service
 - c) Leave and travel sanctions
 - d) Sales letter
- Q8 Which skill is not relevant for making a good presentation?
- a) One should be a good communicator
 - b) One should be well-versed in the use of various audio-visual aids
 - c) One must be too confident and loud to intimidate the audience and hush them.
 - d) One should be alive and attentive to the responses of the audience.

- Q9 Find the odd one out:
a) Lucid
b) Clear
c) Obscure
d) Translucent
- Q10 Find the odd one out:
a) Arid
b) Fecund
c) Sterile
d) Barren

SECTION -B (ESSAY TYPE QUESTIONS)

(5x10=50 Marks)

- Q1 Describe the verbal and non-verbal communication, giving suitable examples.
- Q2 "Communication is not complete till it is received, understood and acted upon." Elucidate.
- Q3 Do as directed.
Use proper Nouns:
a) There are four ----- bananas in the basket. (dozen/dozens)
b) His ----- is appreciated by one and all. (inning/innings)

Use proper Pronouns:

- a) This book is----- . (my/mine)
b) We scored as many runs as ----- . (they/them)

Use proper Articles:

- a) ----- Sun shines brightly.
b) She looks as stupid as----- owl.

Use correct prepositions :

- a) The Malawa Express departs ----- 5 A.M. ----- Panipat.
b) The dog has been missing----- yesterday.

Give synonyms of the following words:

- a) Envy
b) Diligent

- Q4 Write short notes on the following topics:
- a) Essentials of a good business letter.
 - b) Write an appropriate and appealing job application.
- Q5 “The ability to speak effectively is an acquirement rather than a gift.” Explain the statement in reference to oral presentation.
- Q6 Attempt all from each section.
- a) **Give the meanings of the following words and use them in your own sentences:**
- i) Berth and birth
 - ii) Suit and suite
 - iii) Censor and censure
 - iv) Loose and lose
 - v) Rein and reign
- b) **Re-write the following sentences correctly:**
- i) He has worked hardly today.
 - ii) She is going to have baby.
 - iii) His illness may due to family problems.
 - iv) Each students were given a new dictionary.
 - v) Some people find to stop smoking difficult.
- Q7 Write a note on the dress code, and business and social etiquettes of India.
- Q8 Discuss the dos and don'ts of cross-cultural business communication.

*****END OF PAPER*****