

**B.SC. (I. T.) SEM. - II (2011 COURSE) : WINTER - 2017**  
**SUBJECT: BUSINESS COMMUNICATION & TECHNICAL DOCUMENTATION**

Day: **Friday**  
Date: **22/12/2017**

**W-2017-0866**

Time: **02.30 PM TO 04.30 PM**  
Max. Marks: 40

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**N.B.:**

- 1) Attempt **ANY FIVE** questions.
  - 2) Figures to the right indicate **FULL** marks.
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- Q.1** You desire to convey an idea to your team.
- a) Trace the process of communication that enables the transfer of the idea from you to your team. **(04)**
  - b) List any two factors that will prevent your idea from being received correctly. **(02)**
  - c) What precautions will you take to overcome the problems enumerated by you? **(02)**
- Q.2**
- a) Explain the various channels of communication available to an organization. **(04)**
  - b) Giving reasons, state which is the most appropriate channel for the following situations: **(04)**
    - i) A new HR policy being promulgated in a company.
    - ii) A team leader intimating changes required by a client to a software being developed.
- Q.3**
- a) What are the objectives of business communication? Explain. **(04)**
  - b) Explain the concept of public relations for an organization and the techniques used to implement PR. **(04)**
- Q.4**
- a) What is paralanguage? How does it differ from body language? **(04)**
  - b) Explain the principles of listening. **(04)**
- Q.5**
- a) Explain the major differences between communicating to an individual and communicating to a group. **(05)**
  - b) Differentiate between internal and external communication. **(03)**
- Q.6** Write short notes on any **TWO** of the following: **(08)**
- a) Consensus
  - b) Motivation at work
  - c) Factors affecting appearance