

R09

Code No: E5106

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA - I Semester Examinations, February 2011

BUSINESS COMMUNICATION AND SOFTSKILLS

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

1. Identify the differences between British English and Indian English. Do these differences pose any problem to Indian users of English?
2. To make an oral presentation effectively, the speaker must be able to exercise control over the material, the self and the audience, what strategies and techniques should be adopted to have mastery over these three factors?
3. What are the advantages and techniques of fast reading?
4. How do audio-visual aids facilitate effective technical presentations?
5. The success of a meeting largely depends upon the effectiveness of the Chairman. As the Chairman of a meeting what are the functions, duties and responsibilities that you envisage for yourself?
6. Before attending an interview for a job by promotion or recruitment, you would normally prepare yourself for the interview. Give an elaborate account of how you would prepare for the interview and face it effectively.
7. Imagine that a national level book fair has been recently held in your town or city. Draft a report on the benefits and achievements of this book fair for the consideration of the Government of Andhra Pradesh, Department of Education, so that it may encourage similar book fairs or exhibition in other towns and cities.

The report must contain the following sub-headings:

- i. Objective of the Book Fair
- ii. Location and timings of the Book Fair
- iii. Particulars of Participating Publishers
- iv. A Variety of Books and Special Volumes
- v. Profiles of Visitors

Cont...2

::2::

- vi. Benefits to all sections of the public
- vii. Recommendations
- viii. Conclusion

8. Rewrite the following sentences making corrections wherever necessary;

- i. Godavari flows into Bay of Bengal.
- ii. All fruits cannot be eaten.
- iii. When have the British left India?
- iv. Indians are docile. Isn't it?
- v. Huck Finn was a young vagrant boy.
- vi. We are friends since school days.
- vii. What kind of a friend are you?
- viii. The goods are in short supply.
- ix. I don't know as to why she is crying.
- x. There is an urgent message for you.
- xi. There is no place in the bus.
- xii. Seldom he sees movies.
