

Course Name	Business Communication I	Course Code	
Max. Time	120 minutes	Max. Marks	40

Instructions:

1. Answer **all** questions.
2. Use of SMS language will be penalized.
3. Legible handwriting would be appreciated.

SECTION A

1. a) List the differences between formal and informal communication. (2 marks)
 b) How is reading important for management professionals? Explain two types of reading techniques. (2 marks)
 c) Describe how SQ3R helps in making effective notes. (3 marks)
 d) Discuss the importance of cultural diversity. (3 marks)

SECTION B

2. “If speaking is silver, then listening is gold.” (Turkish Proverb)
 Explain whether you agree or disagree with the above proverb. Elaborate with examples. (10 marks)
3. Select the most appropriate topic sentence for each of the paragraphs from the choices provided.
 - A. Thousands of new people are born on our planet every day. The number of inhabitants in the world has already reached over six billion. If the present growth rate remains unchecked, the world may soon face wide-spread starvation, poverty, and serious health problems. _____ (topic sentence). (2 marks)
 - a) Therefore, it is predicted that the world will face serious health problems in the near future.
 - b) The rapid growth of the world's human population is the most important problem the world needs to address.
 - c) One of the burning issues is the population explosion in third world countries.
 - B. _____ (topic sentence). (2 marks)
 Arriving in the land below the Rio Grande River, the Spanish conquistador Hernando Cortez was surprised to see the local inhabitants raising crops that included avocados, corn, garlic and nuts. Onions, tomatoes, chilli peppers and pumpkins were also grown in the rich soil. Irrigation systems were employed in some of the drier regions. The Aztec farmers also were skilful in creating terraced gardens to make the most of the rainfall and to minimise soil erosion. Evidence shows that they employed crop rotation as well as natural fertilisers to enhance the production of their farm products.
 - a) The Aztecs of Mexico were a nation of accomplished farmers.
 - b) Hernando Cortez discovered farming in Mexico.

- c) Mexico is blessed with rich farmland and an abundance of food products.
4. Write a paragraph of around 60 words on “My Success Mantra.” (6 marks)

SECTION C

5. Read the following passage and answer the questions that follow:

Today's world can truly be called a “society of the spectacle”, a phrase that the French sociologist and thinker Guy de Bord used decades earlier. Every act of lived experience has today become a spectacle. It would be a little incorrect to say that this craze for spectacle-izing everything that occurs around us is a recent phenomenon. If one had watched The Pirates of The Caribbean movies, one would realise that even in the late eighteenth century, executions were public events - a large portion of the populace would gather around the site of the hanging in the city square in order to see justice being meted out in front of their very own eyes. It was also a form of popular entertainment. It was a sort of a collective public blood-letting.

The spectacle that the contemporary society has become is an overwhelming experience. One enters into a restaurant, orders an exotic dish – but the proof of having eaten it doesn't exist until tons of photographs are clicked from varied angles and shared on social networking sites, one goes for a holiday to a calm and serene location, but is all the while busy telling the world about it. It as if one has to document every moment of one's existence. When does one live that moment then? Perhaps it is in the documentation that one survives these days!

Questions:

- a) Suggest a suitable heading for the passage (1 mark)
- b) Identify the topic sentence in the first paragraph. (1 mark)
- c) What is the “society of the spectacle”? (1 mark)
- d) Is it a recent occurrence? (1 mark)
- e) Do we really ‘live’ moments now? (1 mark)
- f) Write another paragraph in about 60 words based on the theme of the passage given above. (5 marks)