

2009-JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY

MBA I SEMESTER REGULAR EXAMINATION  
BUSINESS COMMUNICATION AND SOFT SKILLS

JANUARY-09

TIME-3HOUR  
MARKS-30

**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. Give a detailed account of the functions of language.
3. Identify the key components of writing. Give examples:
4. Mention a few guidelines for organizing a teleconferencing and participating in it ?
5. Write short notes on:
  - (a) Mock Interviews
  - (b) Recruiting process.
6. (a) Elaborate on the various types of formats used in written business communication.  
  
(b) On what aspects does an organisation need external information? What can be the sources of this information? What precautions should be taken while accepting external information?
7. (a) What are the elements of a good business letter?  
  
(b) What are the benefits of a well-written letter?
8. The results of the University have been declining for the last two years. So the Vicechancellor commissions a group to find out the reasons and write a report. You are the students' council president. You have to write a report on the activities that took place in your college during the academic year.