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Faculty of Interdisciplinary Science and Technology
B.Tech Food Technology
Communication Skills-101

Ist Sem.
B.Tech.
2019

Examination: Odd Semester Examination-2019

Time: 3 Hours

Max. Marks: 70

Note: 1. It is compulsory to answer all the questions of Section-A
2. Answer any four questions in Section-B.

SECTION-A (6 x 5=30)

- Q1. In a communication situation, what is the ratio of verbal vis-à-vis non-verbal communication? State in short the various factors involved in communication.
- Q2. Discuss the role of attitude in listening?
- Q3. What are the features of an effective resume?
- Q4. What are the different interview techniques?
- Q5. What is the importance of turn taking during a group discussion?

SECTION-B (4x10=40)

Attempt any four questions from this Section.

- Q1. What are the essentials of an effective telephone call? Explain the etiquettes involved in 'talking on telephones' and 'mobiles' while conducting business.
- Q2. What are the golden rules of E-mail? Assume that you are Shankar Rao, a student doing B.tech. in Mechanical Engineering at JNTU, Hyderabad. Write an e-mail message to Bharadwaj Kumar, the personnel manager at Bluestar Industries(bharadwajk@gmail.com) requesting him to allow you to do short vacation training at the Balanagar plant of the company, as part of your academic assignments.
- Q3. Write a formal letter to a company to request information on one of its products. Type the letter in either the blocked or semi blocked format. What are the different forms of layout in letters?
- Q4. What is a reference letter? Write a letter to a professor asking permission to use the person's name as a reference.
- Q5. What is chronological resume? Write a cover letter/ application to Chandra Electric Lamps Ltd., 4 Fairy Corner, Chennai, are looking for a dynamic sales manager to lead the company's sales force. The sales manager will be responsible for organizing sales promotion, publicity, movement of goods and control over the various depots and distribution centers of the Company. Draft the letter along with your

Q6. Write short notes on the following:

a) Memos

b) Kinesics

c) Paralanguage

d) Communication Ethics

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