[Oct-17]

[EOE-313]
B.Tech. Degree Examination

V SEMESTER
(Open Elective)

PROFESSIONAL COMMUNICATION
(Effective from the admitted batch 2015–16)

Time: 3 Hours Max.Marks: 60

Instructions: Each Module carries 12 marks.
Answer all units choosing one question from each unit.
All parts of the unit must be answered in one place only.
Figures in the right hand margin indicate marks allotted.

MODULE-I

1. a) How do you issue a memo to your employee for non-performance
   As a Production Manager  6
   b) How do you conduct effective meetings for motivating
   employees?  6

MODULE-II

2. a) Prepare a model template for presenting your Branch Business
   as a Branch Manager  6
   b) Write a brief note on Body language in presentations  3
   c) Write a brief note on use of proper language, style and tone in
   presentations  3

MODULE-III

3. a) As Purchase Manager of VIVA Company, place a purchase
   order of 1000 Tonnes of iron ore with clear specification of
   delivery  6
   b) You are sales representative of SRR Company write a letter
   to Samuel of ABC enterprises introducing one of your new
   products or services  6
MODULE-IV

4. a) Specify the various stages in writing successful reports 6
    b) Describe Formal and Informal reports 3
    c) Give the format for a model proposal 3

MODULE -V

5. a) Give a model resume for the post of relationship manager with covering letter 8
    b) Differentiate between Resume and CV 2
    c) Write short note on Telephone etiquette 2

[1,2,3,4,5,6,7,8/V S/117]