

BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE, PILANI

FIRST SEMESTER 2022-2023

GS F221: BUSINESS COMMUNICATION

MID SEMESTER TEST (CLOSE BOOK)

DATE: 03.11. 2022

DURATION: 90MTS

MM: 60

Note: Attempt all the questions in a series.

Q1. Your company is a reputed company in Mobile manufacturing. Recently it has launched a new mobile application that allows the customer, mainly students in major cities in India to gain access to quality coaching for various entrance examinations like IITJEE, NEET, CAT and UPSC. Your team has to deliver a presentation to pitch the same idea in front of two different set of audiences such as the Company CEO and potential clients. Will there be a difference for both the sets of audience in terms of your presentation content and style? Justify. Invent necessary details. **(15M)**

Q2 Visualize the following situation and construct dialogues for conversation. Write five dialogues for each of the speakers in the given conversation situation: **(3x5=15M)**

Upcoming challenges in the global employment sector has made the employment scenario quite competitive for the new generation. Hence the Technical Universities are launching various skill based courses so as to equip the students with the desired skill sets required in the prospective firms. You as the director of a premiere Technical Institute are having a conversation with one of the Marketing firm's Director regarding the same.

Q3 Prepare a set of three instructions for the given situation: **(3x4x2=14M)**

You are the Incharge of Students Association for all the academic, sports and cultural events in your University. Provide a set of instructions to all the different event organizers regarding the smooth organization of a cultural event in your university ensuring active participation from the leading colleges in the country.

Q4. Explain the following with one specific example: (word limit 100 words) **(8x2=16M)**

- i) Leadership during a Group Discussion
- ii) Informational role of a Manager

END
