

The Assam Royal Global University

MID SEMESTER EXAMINATION, 2018

UG 3rd Semester

SUBJECT: Communicative English- III: Career Oriented Communication

SUBJECT CODE: CEN992101

Time: 1 hour

Full Marks: 20 Marks

Q.1 Answer either (A) or (B):

(4 x 1 = 4)

(A)

- i) What is the purpose of a newsletter?
- ii) Why is important to send out an agenda in advance?
- iii) What are the purposes of written communication?
- iv) What are Adjustment letters and when do you write it?

(B)

- i) Name a type of traditional organization.
- ii) What are the two levels of communication in an organization?
- iii) Is attitudinal barrier an environmental barrier to communication?
- iv) Who used the construct "Management communication style" to explain strategies of communication adopted by managers?

Q.2. Answer briefly either (A) or (B):

(3 x 2 = 6)

(A)

- i) Briefly write about the common types of business letters.
- ii) What is the difference between a CV and a resume?

(B)

- i) Briefly describe three "Management Communication Styles" adopted by Managers to ensure effective communication within and outside an organization
- ii) Discuss briefly three purposes of communication in an organization

Q3(a) Prepare a memorandum for Punjab National Bank announcing the opening of a new branch office in Bhetapara. (5 x 1 = 5)

Or

Q3(b) On the basis of structure, an organization can either be a traditional or a modern one. Briefly describe the different types of traditional and modern organization. (5 x 1 = 5)

Q4 (a). Assume that you are applying for a job position as a corporate trainer. This job entails you to train or impart soft skills to new employees. Accordingly prepare a resume and a cover-letter. (5 x 1 = 5)

Or

Q 4(b). Describe the different modes and flow of communication in an organization. (5 x 1 = 5)