

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)**

**CLASS: BHMCT  
BRANCH: BHMCT**

**SEMESTER: VI  
SESSION: SP/2023**

**SUBJECT: MT123 BUSINESS COMMUNICATION**

**TIME: 3 Hours**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Before attempting the question paper, be sure that you have got the correct question paper.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	Explain the features of communication. Who can be called a good communicator?	[5] CO1	2
Q.1(b)	Discuss the decisional communication role of a manager in an organization.	[5] CO1	2
Q.2(a)	Differentiate between formal and informal communication in an organization.	[5] CO2	2
Q.2(b)	'Action speaks louder than words'. Justify the statement.	[5] CO2	5
Q.3(a)	Expand the idea 'Fine feathers make fine birds'.	[5] CO3	6
Q.3(b)	Read the passage carefully and give answers.	[5] CO3	2
	The Indian Premier League (IPL) is a professional Twenty20 cricket league in India contested during April and May of every year by 8 teams representing 8 cities of India. The league was founded by the Board of Control for Cricket in India (BCCI) in 2008, and is regarded as the brainchild of Lalit Modi, the founder and former commissioner of the league. IPL has an exclusive window in ICC Future Tours Program.		
	The IPL is the most-attended cricket league in the world and in 2014 ranked sixth by average attendance among all sports leagues. In 2010, the IPL became the first sporting event in the world to be broadcast live on YouTube. The brand value of IPL in 2018 was US\$6.3 billion, according to Duff & Phelps. According to BCCI, the 2015 IPL season contributed ₹11.5 billion (US\$182 million) to the GDP of the Indian economy. There have been eleven seasons of the IPL tournament. The current IPL title holders are the Chennai Super Kings, who won the 2018 season.		
	a) Indian Premier League is considered whose brainchild?		
	b) How many seasons have been played of IPL till 2018?		
	c) What is the antonym of the word "professional" w.r.t it's usage in the passage?		
	d) In which year IPL became the first sporting event to be broadcast live on an online platform?		
	e) According to Duff & Phelps, the brand value of IPL in 2018 was?		
Q.4(a)	Discuss the elements of style of a business letter.	[5] CO4	2
Q.4(b)	Write a covering letter for job application.	[5] CO4	3
Q.5(a)	Draft a title page specimen of a business report on XYZ company's performance.	[5] CO5	3
Q.5(b)	Describe the elements of structure of a business report.	[5] CO5	1

:::24/04/2023:::M