

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, May 2021

Program: BBA AO
Subject/Course: Business Communication II
Course Code: HUMN 1002

Semester: IV
Max. Marks: 100
Duration: 3 Hours

Instructions: All questions are compulsory

Total Pages: 02

SECTION A (30 Marks)

1. Each Question Carries 5 Marks
2. Answer all the Questions with 20 to 25 words.

S. No.	Questions	Marks	CO
Q 1	Differentiate between a CV and a Resume.	5	CO 1
Q 2	What are "Transitions" and "Signposts" in the paragraph writing?	5	CO 2
Q 3	What are the common mistakes that can lead to plagiarism?	5	CO 1
Q 4	What are the benefits and limitations of reference management software such as Refworks and Mendeley?	5	CO 2
Q 5	In a business report, when will you use Recommendations and Conclusions ?	5	CO 1
Q 6	Your colleague sent you an inflammatory email accusing you of some professional misconduct. It is known as _____.	5	CO 2

SECTION B (50 Marks)

1. Each question carries 10 marks and answer all the questions.

2. Instruction: Write in a legible handwriting.

Q 7	Explain the Do's and Don'ts of a business letter.	10	CO3
Q 8	Describe the ways to avoid plagiarism in your dissertation.	10	CO4
Q 9	You are going to present your dissertation in an auditorium in front of your entire staff members. Just before the presentation, you are feeling anxiety and awkwardness. In that situation, what strategies you can follow to reduce your anxiety?	10	CO4
Q 10	There is a promising business opportunity in the Jolly Grant airport. To get that you need to submit a business plan. Explain the process that is involved in preparing a business plan.	10	CO3
Q 11	You saw an "Operations internship" opportunity at the Vistara Airlines through LinkedIn. Prepare an email cover letter to express your interest for that position.	10	CO4

SECTION-C (20 marks)

Q 12	You are an aviation consultant. Last month, One of your customers, engaged you to study their airport's capacity constraints and advise them to mitigate those constraints. After that study, how will you report it to them? Explain the steps involved in that process and their contents. (Write in a legible manner)	20	CO 4
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