

Pokhara University
Faculty of Management
ENG 104: Business Communication I
Evaluation Model

Course Description

This course in business English gives students the communication skills they need for immediate use at work. It helps those who need to communicate better in English at work, by teaching a range of business communication skills. It features video clips for every unit, including documentary clips, authentic interviews and dramatized scenarios showcasing business communication skills. The Interactive Workbook on the DVD-ROM will also be available online for teachers who want to be able to communicate and collaborate with students outside of class. It combines a communicative approach with authentic business material and digital multi-media, to give in-work and pre-work students relevant and immediate communication skills. A fairly detailed treatment of the theory and practice of technical communication geared to the Nepali experience is an important component of this course.

Prescribed Texts

Hughes, John, and Jon Naunton. *Business Result: Intermediate Student's Book*. Oxford: OUP, 2007. (containing interactive workbook with video)

Adhikari, Dharma, and Phanindra Upadhyaya. *Technical Communication I*. Kathmandu: Buddha, 2013.

Evaluation

*Questions will be set covering the prescribed books.

1. A case based type on any communication activity: 15 marks

2. Critical/Long answer type: 1 question of 15 marks (2 questions will be given): 1x15 = 15 marks

3. Analytical/Medium answer type: 5 questions each of 10 marks (6 questions will be given): 5x10 = 50 marks

4. Descriptive/Short answer type: 10 questions each of 2 marks (12 questions will be given): 2x10 = 20 marks

*The distribution of questions will be as follows:

Long answer type:

- one question from *Technical Communication I*
- one question from *Business Result: Intermediate*

Medium answer type:

- three questions from *Technical Communication I*
- three questions from *Business Result: Intermediate*

Short answer type:

- six questions from *Technical Communication I*
- six questions from *Business Result: Intermediate*

*A model question paper is given below, but it is to be borne in mind that it is just for giving a general idea of an exam paper and is not and does not aim to be exhaustive.

A Model Question Paper

Pokhara University
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Eng 104: Business Communication I

Credit hours: 3 (Full Marks: 100)

Time: 3 hours

Candidates are expected to answer the questions in their own words as far as practicable. The figures in the margin indicate full marks.

Answer **all** the questions.

Question 1. Read the following case and analyze it using the accompanying questions as guide. 15

Basketball giant Shaquille O’Neal has a Twitter account. Governor Arnold Schwarzenegger has one. Actor Ashton Kutcher was an early adopter. Paula Abdul announced her departure from *American Idol* on the popular microblogging service. During labor and childbirth, Sara Williams, wife of Twitter CEO Evan Williams, kept in touch by tweets (short public messages of up to 140 characters) with more than 16,000 followers. Tweets also transmitted the first images of the US Airways jet that safely landed in the Hudson River in early 2009. Twitter allows users to share brief status updates about their lives and their whereabouts online.

What seemed like a novelty for tech heads when the service first emerged a few years ago has become an Internet phenomenon. The ranks of twitterers and users of other social sites have been swelling so explosively—currently to about 7 million on Twitter—that some investors see huge opportunities. They even speak of a new technological revolution, the “real-time Web.” High-speed Internet connections, smart mobile devices with Web browsers, and Internet messaging applications have enabled easy around-the-clock, real-time communication. Like other social sites, Twitter has yet to turn a profit. However, nearly 45 million visitors recently accessed its Web site. Roughly the same number used other sites and services to connect to it.

That Twitter had come of age was evident when it became the target of hackers. Similarly, security breaches and other user missteps have highlighted the need for Twitter netiquette: Michigan Rep. Peter Hoekstra broke a national security embargo when he tweeted about his congressional trip to Baghdad, Iraq.

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- i. In what ways have social media and the “real-time Web” changed how

- Internet users communicate? Have services such as Twitter improved the way we exchange information?
- ii. What trends have facilitated the emergence of social media, specifically Twitter?
 - iii. What could be advantages and drawbacks of using Twitter for business?

Question 2. Think of a product or service you know very well. It could be the one you have recently experienced, seen or purchased in the market. Then write a three-minute presentation for its promotion. Include all the necessary features of the product/service in your presentation.

OR

15

Discuss the need and importance of audience analysis in written technical communication. What are the methods used in audience analysis? Support your answer with examples.

Question 3. Answer any **five** of the following: (10 marks each)

- a. How would you maintain the balance of work and leisure time if you worked in a busy commercial bank? How would you describe the current situation of (i) hours worked everyday, (ii) activities outside the work, (iii) holidays, and (iv) type of job?
- b. Two speakers are coming to speak at a conference in your nearest city and they will stay one more day after the conference. You have to look after them both. Make a detailed plan for their two-day visit. Decide what will happen (and when) from the time you pick them up from the airport.
- c. Below is a list of some challenging situations you might come across. Select one of the experiences and give an account of what happened and what you learned from it.
 - a job interview
 - going on a business trip
 - using English on the phone
- d. Assess the strengths and weaknesses of the different models of communication process discussed in your text.
- e. Write a job application letter for the post of communication officer in Civil Media Group. Follow all the procedures needed to write the application letter. Address it Personnel Manager of the Group.

- f. Legal issues carry a very special significance in technical communication. Discuss these issues and write why they are important.

Question 4. Give brief pertinent answers to any **five** of the following. 10

- a. How is the technical communication skill important?
- b. What is the difference between attitudes and values?
- c. List the advantages of collaborative writing.
- d. What is plagiarism?
- e. Highlight the importance of document design.
- f. Write these sentences using shorter and simpler words.
 - i. The company has prohibited for the utilization of outdated models.
 - ii. The new salary is sufficient for the promotion of living standards.

Question 5. Read these sentences and write what was actually said. 4

- a. I asked the warehouse to check what had happened to it.
“Can you _____?”
- b. They told me it had gone two weeks ago.
“It _____.”
- c. They said they’d sent it by sea.
“We _____.”
- d. I asked if they knew where it was.
“Do _____?”

Question 6. Put **i-vi** below into categories **a-d**. 2

- a. Asking for advice: _____
- b. Giving advice: _____
- c. Introducing an option: _____
- d. Giving an instruction _____
 - i. I think you should ask for an extension.
 - ii. You have to get it approved by management.
 - iii. I’d ask to speak to her if I were you.
 - iv. Well, you could just use the electrical lead.
 - v. What should I do?
 - vi. What would you do in this situation?

Question 7. Read these situations. What would you say in each of these situations?

- a. Your boss is worried about you missing a deadline. Reassure him/her.
- b. Your colleague usually arrives at work at 9:30. It’s 9:15. Somebody asks you where she is.
- c. With a quarter of the year left, you’ve only reached half of your sales target.
- d. Your head of department has just been promoted. Someone asks you if you want to apply for his/her job. You are not sure.

OR

4

Your company has some new software for storing customer information.

Make sentences using the given prompts.

- a.** new software + need six months' training
- b.** press this button + look for the customer's name
- c.** the old system + the quantity of information it can store
- d.** storing basic information + finds more information