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Total No. of Pages : 02

Total No. of Questions : 05

**B.Com.(Hons.)/B.Sc.(MLS)/(BT)/(BTTM) (Sem.-1)
(2018 & Onwards)/B.Sc.(FD)/BA(JAMC)/BBA/BBA(Business
Economics)/BBA(RD)/(BHMCT)/(2018 Onwards)/B.Sc.(IT)/
BCA(2019 Batch)/BBA(SIM)(2018 Batch)/B.Voc.(Beauty Therapy and
Aesthetics)/BBA(Event Management)/B.Sc.(Nutrition & Dietetics)/B.Sc.
(Graphics & Web Designing)**

ENGLISH

Subject Code : BTHU-103-18

M.Code : 75085

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. All questions are **COMPULSORY**.
2. **Q1, Q2 and Q3** carry **TEN** marks each.
3. **Q4 and Q5** carry **FIFTEEN** marks each

1. Elicit salient features of business communication and explain how can it be made effective?
2. Explain how can barriers to communication be overcome?
3. Read the following passage carefully and answer the questions that follow :

From 'apparel to aerospace', 'steel to software', the pace of technological innovation is quickening. No longer can companies afford to miss generation of technology and expect to remain competitive. Adding to the pressure, innovations are increasingly crossing industry boundaries; a new fiber developed by the textile industry has potential for building materials and medical equipment. Some companies are adept at using a diversity of technologies to create new products that transform markets. But many others are floundering because they rely on a technology strategy that no longer works in such a fast changing environment. The difference between success and failure is not how much a company spends on research and development (R&D), but how it approaches it. There are two possible approaches. Either a company can invest in R&D that an older generation of technology the 'break through' approach-or its focus on combining existing technologies into hybrid technologies - the 'technologies fusion' approach. It blends incremental technical improvements from several previously separate field of technology to create products that revolutionize markets. In a world where the old maxim 'one technology one industry' no longer applies, a singular breakthrough strategy is inadequate; companies need to include both the breakthrough and fusion approaches in their technology strategy. Relying on breakthroughs alone fails because it focuses the R&D efforts to narrowly, ignoring the possibilities of combining technologies. Yet many western companies still rely almost exclusively - on the breakthrough approach. The

reasons are complex: a-distrust of outside innovations and not-invented here engineering and arrogance and aversion to sharing research results.

- a. What, according to the author, is adding to the pressure on the companies?
 - b. What is the immediate effect, according to the passage, if a company does not innovate?
 - c. What according to the author, is the major drawback of the breakthrough approach of technological innovation?
 - d. Why do Western companies avoid the technology fusion approach?
 - e. What is the theme of the passage?
4. Write a letter to your friend discussing the degradation of environment which is leading to global warming and role of common citizens in saving the environment.
 5. Write a detailed analysis of any book that you have recently read.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.