CS/BBA(N)/EVEN/SEM-2/BBAN-201(N)/2018-19



MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code: BBAN-201(N)

BUSINESS COMMUNICATION

Time Allotted: 3 Hours

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Full Marks: 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own

words as far as practicable.

GROUP - A

(Multiple Choice Type Questions)

- 1. Choose the correct alternatives for any ten of the following: $10 \times 1 = 10$
 - i) Which of the following is not a tool for external communication?
 - a) Letter

b) E-mail

c) Notice

- d) Memo.
- ii) has the power to stop the message.
 - a) Initial Audience
- b) Primary Audience
- c) Gatekeeper Audience d) Watchdog Audience.

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iii	Γ (he communication path is circuitous. What is the
	n	neaning of 'Circuitous' here ?
	а	Begins & ends with the sender
	b	Begins with the receiver & ends with the
	۵۱	sender
	_	Begins & ends with the receiver None of these.
iv)	,	person who seeks the welfare of others is called a
,	a)	Philanthropic b) Social Worker
	(c)	Predicament d) Protagonist.
v)	,	takes his brother so much that I got
,		nfused. http://www.makaut.com
	a)	in b) care
	98	after d) off.
vi)	/	ne flow of information between persons of same
,		erarchical level is known as
	a)	
	•	oral communication
	•	group discussion
	A)	<u> </u>
vii)	//	or vocabulary is an example of a/an
V11)	100	barrier of communication.
	a)r	semantic b) psychological
	c)	physical d) organizational.
viii)	Any	presentation is made effective, if the speaker
8	a)	does not establish eye contact
ţ	X	uses short phrases to speak clearly and
	-	distinctly
c	:)	does not allow the audience to ask questions
•	, 1)	speaks in a low monotonous voice.
·	•,	openie in a low monetaria

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- ix) Antonym of 'exhale' is
 - a) little

b) asleep

97 inhale

- d) nonhale.
- x) In SWOT Analysis, the W stands for
 - A) Weakness
- b) Worth
- c) Willpower
- d) Workability.
- xi) In business letters, the subject comes
 - above everything
- b) in the middle
- c) below the letter
- d) on the envelop.
- xii) Eye contact and hand gestures are characteristics of
 - a) proxemics
- b) haptics
- c) kinesics

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d) physics.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$ What is SWOT analysis? How can it be used by

- individuals and organizations?
- Write a sales letter to an old customer informing him about the upcoming discount carnival on AC and refrigerators.
- 4. What are the differences between verbal and non-verbal communication?
- 5. Briefly elucidate the factors that impede effective listening?
- 6. You are the Executive Director of an organization. You are worried about the amount of time, the employees are spending with mobile phone during working hours.
- Write a memory to be circulated to all your employees, asking them not to be busy with their mobile phone at their desk during duty hours.

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GROUP - C

(Long Answer Type Questions)

Answer any three of the following. $3 \times 15 = 45$

What is sales letter? What are the key scatures of sales letter? Assume that you are the sales Promotion officer of LG. Write a sales letter promoting the sale of LG air conditioners to be distributed to Prospective LG customers. Include the following offers in your letter:

Buy an LG Air conditioner and get gifts worth Rs. 8,000.

- > Microwave worth Rs. 5,990
- > Microwave Cookware Rs. 1,000
- > 0% finance.

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Scratch the LG Cup Card with guaranteed free gifts worth over Rs. 5 crore + 7 years warranty. 2 + 3 + 10

- 8. Write a collection letter to one of your regular customers, an absent-minded professor, whose dues for purchase of books have not been settled in spite of repeated reminders.
- In an advertisement published in The Times of India on 25.05.2019, Tata Iron and Steel has advertised for the post of Management Trainees in the area of H.R. Write a solicited letter applying for the job along with your CV addressing the HR Manager.
- 10. Explain the roles of eyes, hands and postures in body language. Do you think grooming can develop communication skill?
- 11. What is a power point presentation? What are the steps of conducting an effective power point presentation?