



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

**CS/BBA(H), BIRM, BSCM/SEM-3/BBA 305/2011-12**

**2011**

**BUSINESS COMMUNICATION**

*Time Allotted : 3 Hours*

*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 of the following :

10 × 1 = 10

- i) The flow of information between persons of same hierarchical level is known as
  - a) formal communication
  - b) oral communication
  - c) group discussion
  - d) horizontal communication.
- ii) Biased listening is the result of
  - a) Prejudices
  - b) Arguments
  - c) Semantic problems
  - d) Discussions.



- iii) "Grainer, Stuart, *The Ultimate Business Library*, American Management Association, New York, 1997" is the details of a book used to write a formal long report. To which part of that report these details are to be attached ?
- a) Preface
  - b) Acknowledgements
  - c) Appendices
  - d) Bibliography.
- iv) Effective communication is incomplete without a
- a) Feedback
  - b) Questionnaire
  - c) Audience analysis
  - d) Writing.
- v) Semantics is a study of
- a) how words convey meanings
  - b) non-verbal communication
  - c) barrier to communication
  - d) all of these.
- vi) A company godown caught fire. The report prepared for this incident would be a
- a) special report
  - b) periodic report
  - c) proposal
  - d) notice.
- vii) Decoding requires
- a) presence of noise
  - b) rich vocabulary
  - c) use of any channel
  - d) faulty encoding.



- viii) Block format is related to
- a) letter writing                      b) report writing
- c) memo writing                      d) proposal.
- ix) Which one of the following is one of the most important skills of a negotiator ?
- a) Speaking                      b) Listening
- c) Writing                      d) Debating.
- x) A resignation letter would be categorized as a
- a) Positive message                      b) Negative message
- c) Neutral message                      d) Persuasive message.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.                      3 × 5 = 15

2. What is a memo ? For what type of communication is it generally used ?
3. Suggest any *five* points to be borne in mind for improving one's effective communication skills.
4. How has IT revolutionized the communication process ?
5. With the help of flow charts, explain one-way and two-way communication.
6. What is the importance of Audience Analysis ?



**GROUP – C**

**( Long Answer Type Questions )**

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

7. Write a sales letter to promote the sale of any one of the following with exciting offers in coming festival season from September 2011 to November 2011
  - a) Lightning equipments
  - b) Dresses both gents/ladies
  - c) Foot wears
  - d) Puja Holiday tour packages.
8. Write a memorandum as a DGM of Aircel Company warning an employee for his/her being habitually late.
9. One of your clients have failed to pay his overdue balance inspite of your repeated reminders from your company. As the Manager write a collection letter to your client reminding him the amount and time period within which he has to clear his dues or else your company will be forced to take strict measures against him. You can assume the name of your company, place and other necessary details needed.
10. What are the objectives of Self Development ?

Write a detailed letter of complaint about the problems you are facing to the owner of the house where your office premise is, that you have taken as a rent, asking for immediate repairs.
11. Explain the different barriers of communication.