

BBA-305

BUSINESS COMMUNICATION

Time Allotted: 3 Hours

Full Marks: 70

The questions are of equal value.

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. Answer any *ten* questions. 10×1 = 10
- (i) Which of the following is NOT an example of nonverbal communication?
- (A) pictures
 - (B) computer graphics
 - (C) company logos
 - (D) an e-mail message from a CEO to shareholders
- (ii) An example of external communication would be
- (A) talking on a cell phone to a vendor
 - (B) an e-mail with an attachment sent from a salesperson to his manager
 - (C) a memo from a manager at the corporate office to manager at a retail location
 - (D) a teleconference among company sales representatives in several locations, with a regional manager
- (iii) In the formal network of an organization, the flow of information can be
- (A) upward or downward
 - (B) upward, downward, or lateral
 - (C) downward only
 - (D) upward only

- (iv) Choose the least appropriate comment about the grapevine in an organization.
- (A) it carries much gossip and rumour
 - (B) it carries more information than the formal communication network
 - (C) wise managers ignore it
 - (D) it is more valuable to the company's operations than a first impression might indicate
- (v) Which of the following is not an example of internal communication?
- (A) placing orders with suppliers
 - (B) giving orders and instructions to employees
 - (C) sending e-mails with questions about a task assigned by a supervisor
 - (D) writing reports concerning sales and inventories
- (vi) Listeners pay heed to the verbal comment
- (A) 38% of the time
 - (B) 55% of the time
 - (C) 7% of the time
 - (D) 20% of the time
- (vii) "Shannon-Weaver model introduces feedback as a corrective to noise." The statement is
- (A) false
 - (B) may be false
 - (C) true
 - (D) may be true
- (viii) Biased listening is the result of
- (A) arguments
 - (B) prejudices
 - (C) semantic problems
 - (D) discussions
- (ix) Brainstorming is
- (A) a neurological check-up
 - (B) a disease of the brain
 - (C) a session for the exchange of ideas
 - (D) blowing of strong words
- (x) Facial expression and bodily gestures are characteristics of
- (A) kinesics
 - (B) proxemics
 - (C) environment
 - (D) para language
- (xi) The element missing in the linear model of communication is
- (A) feedback
 - (B) action
 - (C) message
 - (D) media

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- (xii) Effective group discussions are characterized by
- (A) designated leadership
 - (B) unanimity
 - (C) shared leadership
 - (D) unequal distribution of participation

GROUP B
(Short Answer Type Questions)

Answer any *three* questions. 3×5 = 15

2. What is resolution? What are the different types of resolution? 5
3. What is a feedback? Discuss the role of feedback in a business organization. 5
4. Write a note on kinesics. 5
5. What is interdependence in an organization and how can it be brought about? 5
6. Write a memo to all the staffs calling for an urgent meeting. Mention the date, time and venue. 5

GROUP C
(Long Answer Type Questions)

Answer any *three* questions. 3×15 = 45

7. Write a job application attaching your curriculum vitae in response to the following advertisement published on 25 September, 2013 in The Times of India: 15
An internationally reputed concern has vacancy for the post of Junior Management Trainee where they would be recruiting young and fresh graduates with good management qualities, communication skills, ability to adopt anywhere in India and, if necessary, also in abroad. Apply within 15 days to Box No. J452, Times of India, Kolkata 700001.

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8. What is effective communication? What are the barriers to communication? How can communication be made more effective? 4+6+5
9. University of Ajmer has decided to start online application for the Training and Placement Dept. of the college. The system is an online application that can be accessed throughout the organization and outside as well with proper login provided. This system can be used as an application for the Training and Placement of the college to manage the student information with regards to placement. Students logging should be able to upload their information in the form of a CV. Visitors/Company representatives logging in may also access/search any information put up by students. Write a letter reporting to the Director of the University informing him/her about the efficiency of the system. 15
10. What are the objectives of Self-Development? Write a detailed letter of complaint about the problems, you are facing, to the landlord of where your office premises, that you have taken on rental basis, asking for immediate repairs. 5+10
11. Larsen India Ltd., Delhi, wants a management trainee in the age group of 21-25, graduate, smart, having good communication skills and fluency in English. Write an application for the job along with your CV addressing the managing director for the same. 15