

CS/BBA (H)/ BIRM/BSCM/Odd/Sem-3rd/BBA-305/2015-16



**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY,  
WEST BENGAL**

**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.  
All symbols are of usual significance.*

**GROUP A  
(Multiple Choice Type Questions)**

1. Answer *all* questions. 10×1 = 10
- (i) \_\_\_\_\_ has the power to stop the message
- (A) Initial Audience                      (B) Primary Audience  
(C) Gatekeeper Audience              (D) Watchdog Audience
- (ii) Eye contact must be maintained during
- (A) Telephonic conversation              (B) E-Mail communication  
(C) Face to Face conversation              (D) Written communication
- (iii) Advertising is a form of
- (A) Personal Communication  
(B) Internal Corporate Communication  
(C) One To One Communication  
(D) Mass Communication

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- (iv) Crosswise communication takes place
- |                |                  |
|----------------|------------------|
| (A) vertically | (B) horizontally |
| (C) diagonally | (D) slowly       |
- (v) Attentive listening is beneficial
- (A) only for the superiors  
(B) only for the subordinates  
(C) both for superiors and subordinates  
(D) only for the deaf
- (vi) The 'W' in SWOT analysis stands for
- |            |                 |
|------------|-----------------|
| (A) Work   | (B) Weakness    |
| (C) Warmth | (D) Willingness |
- (vii) 'Oculesics' is message conveyed through
- |                 |              |
|-----------------|--------------|
| (A) movement    | (B) touch    |
| (C) eye contact | (D) positive |
- (viii) Semantic problem refers to
- |                             |                             |
|-----------------------------|-----------------------------|
| (A) badly expressed message | (B) poor retention capacity |
| (C) language problem        | (D) prejudices              |
- (ix) This is one of the 7C's of communication process
- |                 |                 |
|-----------------|-----------------|
| (A) Clarity     | (B) Conflicting |
| (C) Carefulness | (D) Common      |
- (x) Cultural differences may be termed as
- (A) Physical barrier only  
(B) Psychological barrier only  
(C) Personal barrier only  
(D) Both personal and psychological barrier

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**GROUP B**  
**(Short Answer Type Questions)**

Answer any *three* questions.

3×5 = 15

2. Amit Shah was asked to represent his department at the Benefits committee meeting. The purpose of the meeting was to announce changes in the company's home loan scheme's. Amit and the others in his department were unanimous in their support of the OTP (One-Time-Payment) scheme. But he knew that there were others in some department who favoured the MIP (Monthly Installment Payment). He walked into the room, hoping the OTP scheme would be adopted.

The head of the committee entered the room, walked up to the podium, and began to speak. "I know that all of you want to learn about our new home loan scheme, and I won't keep you in suspense. We have decided that the MIP scheme will be our primary scheme."

As he continued to talk, Amit fumed. As soon as the meeting ended, he rushed back to his department with the news. Everyone was upset.

What do you think happened in this case? Amit was present throughout the meeting. Yet, he did not really hear what the speaker was saying. Why?

3. What is feedback? Discuss the role of feedback in a business organization. You are the Customer Services Manager at one of layouts of Planet M. You have received a letter from the Principal of Modern High School, asking if a group of 8 girls could visit your shop. Write a memo to your assistant informing her of the Principal's request. Ask her to contact directly to the Principal to arrange the details of the visit. As there are colourful information packs especially for teenagers available, ask your assistant to find out if these would be of use for the girls and to let you know when the visit will take place.
4. Write a short note on Gossip Chain.
5. Discuss David Berlo's SMCRF model of business communication
6. What is self development? How does it help in improving communication?

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**GROUP C**  
**(Long Answer Type Questions)**

Answer any *three* questions.

3×15 = 45

7. (a) As the manager of a hotel in Delhi, write a letter to the General Manager of Uttam Potteries, Aliganj Road, Khurja, telling him that most of the contents of the case of China which you ordered were found broken. The cost of broken articles work out to Rs. 2, 200/- approximately. Demand replacement or suitable compensation. 8
- (b) As Credit Manager of Modern Departmental Store, Ajmer, you have received a request from the Chief Warden of a local college for the supply of 250 kgs of atta every month on credit basis. Inventing the necessary details, write a letter granting credit stating reasons for your decision. 7
8. Write a Short Report to The Directors, Rosa Beverages (Pvt) Ltd, Mumbai on method of business and daily conduct of staff. Mention the observations and recommendations. 15
9. Explain the principles of oral presentation? What are the factors that affect effective presentation? What should be the focus areas for training presentation? 5+5+5
10. What are the essentials of a good speech? 'A speech should be audience oriented'. What does this mean? How kinesics body movements can help to deliver an effective speech? 4+3+8
11. What is effective communication? What are the barriers to communication? Write about each of the barriers in detail. 15