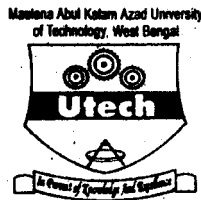


CS/BBA(H)/BIRM/BSCM/ODD SEM/SEM-3/BBA-305/2016-17



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

Paper Code : BBA-305

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 for the following :

10 × 1 = 10

- i) Informal communication is also called
- a) Downward communication
 - b) Diagonal communication
 - c) Grapevine
 - d) Lateral communication.
- ii) Which of the following is not a tool for external communication ?
- a) Letter
 - b) E-mail
 - c) Notice
 - d) Memo.

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iii) Biased listening is a result of

- a) discussions
- b) prejudices
- c) argument
- d) semantic problem.

iv) A letter written seeking information about a specific product is a/an

- a) Application letter
- b) Order letter
- c) Complaint letter
- d) Enquiry letter.

v) Demographic factors for audience analysis does not include

- a) age
- b) gender
- c) income
- d) personality.

vi) Working in an organization under the prevalence of inter-dependence model is

- a) emotional bondage
- b) inefficient
- c) productive
- d) resourceful.

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vii) The two types of interdependence that can exist are

- a) social task
- b) knowledge task
- c) team knowledge
- d) social knowledge.

viii) Strong brand name is a/an

- a) opportunity
- b) strength
- c) threat
- d) defence.

ix) job application is written against an advertisement.

- a) Forced
- b) Solicited
- c) Referential.

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- x) The audience who receives the information first is called
- a) Gatekeeper Audience
 - b) Primary Audience
 - c) Initial Audience
 - d) Finan Audience.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following $3 \times 5 = 15$

2. What is the process of Corporate Planning ? Elaborate each point with suitable examples.
3. What are the benefits of effective communication ?
4. Differentiate between Analytical reports and Descriptive Reports.
5. What steps are involved in the planning stage of a presentation ?
6. Give a brief introduction to business writing. What should be the qualities of business writing ?

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GROUP - C

(Long Answer Type Questions)

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

7. Louis Vuitton (LV) is one of the world's leading international fashion house founded in 1854, dealing in luxury merchandise like leather goods, ready to wear garments, jewelry, accessories, sunglasses and trunks. They sell their products through posh neighbourhood standalone boutiques, high-end departmental stores and e-commerce. The company is valued at almost \$ 30 Billion (2,00,000 Lakh Crores in Indian Rupees). The company operates in 50 countries around the world through 500 stores. The board of top management leaders at LV met together to discuss about other diversification of business. Miss/Mr. Kumar at the meeting suggested to get into the Baby Wear segment with the same brand name. The chairman of the company asked him to conduct a SWOT on this decision and present it to the board. Imagine you are Miss/Mr. Kumar and conduct a SWOT study with careful analysis of both internal and external environment to come to a decision along with alternatives and conclusions.

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8. Write a job application attaching your CV in response to the following advertisement published on 25 September, 2016 in The Telegraph :

A multi-national company has vacancy for the post of Junior Management Trainee. They are looking for young, dynamic, fresh graduates with good communication skills, management qualities and willing to relocate to any part of India. Apply within 15 days to Box No. T456. The Telegraph, Kolkata 700 001.

9. Draft a feasibility report on setting up an automobile factory at Begampur. The area is sparsely populated and close to the dock.
10. Draft a letter to the manager of H.D.F.C. bank, requesting him to block your Debit Card linked to your savings account as you suspect fraudulent activities.

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- 11. What is the difference between handling and registering complaint letter. Draft a complaint letter to LG service centre for immediate repairs of A.C. in your organization. Use necessary and relevant details.**

