



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BBA (H), BIRM, BSCM/SEM-3/BBA-305/2009-10**

**2009**

**BUSINESS COMMUNICATION**

Time Allotted : 3 Hours

Full Marks : 70

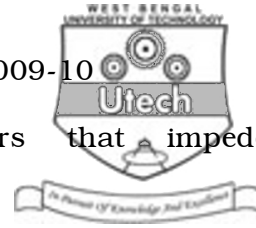
*The figures in the margin indicate full marks.*

*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 :  $10 \times 1 = 10$ 
  - i) Formal communication is structured on the basis of
    - a) hierarchy
    - b) authority
    - c) accountability
    - d) all of these.
  - ii) Effective communication means transfer of message with
    - a) transmission of meaning
    - b) transmission of understanding
    - c) transmission of knowledge
    - d) all of these.
  - iii) Which of the following is Not a component in the communication model ?
    - a) Sender
    - b) Messenger
    - c) Encoding
    - d) Receiver.

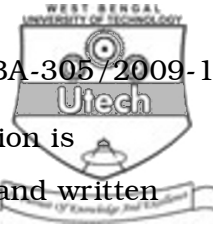


iv) What are the common barriers that impede communication ?

- I. Barriers with people
- II. Barriers with words
- III. Barriers made by cultural differences
- IV. Barriers made by distance.

Of these statements :

- a) All are correct
  - b) I, III and IV are correct
  - c) I, II and IV are correct
  - d) I, II and III are correct.
- v) The E-commerce domain that involves business activity initiated by the consumer and targeted to businesses is known as
- a) consumer to consumer ( C2C )
  - b) business to consumer ( B2C )
  - c) business to business ( B2B )
  - d) consumer to business ( C2B ).
- vi) Which can be regarded as end of the communication system ?
- a) Receiver
  - b) Decoding
  - c) Channel transmission
  - d) Feedback.
- vii) Upward and downward flow of the message constitute
- a) vertical communication
  - b) horizontal communication
  - c) diagonal communication
  - d) lateral communication.
- viii) The informal flow of communication is called
- a) grapevine communication
  - b) formal communication
  - c) informal communication
  - d) verbal communication.



- ix) Communication network in an organization is
- a) internal and external    b) verbal and written  
c) oral and non-verbal    d) all of these.
- x) Poor vocabulary is an example of a/an ..... barrier of communication.
- a) semantic                      b) psychological  
c) physical                        d) organizational.

**GROUP – B**

**( Short Answer Type Questions )**

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

2. What is corporate communication ? What are its types ?
3. What is written communication ? What are its advantages and disadvantages ?
4. You are the Executive Director of an organization. You are worried about the amount of time employees are spending at the office canteen during work hours. Write a memo to be circulated to all your employees, asking them to be at their desks during duty hours.
5. You are the Secretary of the Student Council of your college. Your college is going to organize a seminar on “The Necessity of Soft Skills in an Organization”. Write an invitation letter to another college inviting their faculty members and students to be a part of this corporate seminar.



**GROUP – C**

**( Long Answer Type Questions )**

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

6. You are the General Manager of Techtronix India Limited. Your company is launching a new product for household use. Write a sale promotional letter to your dealers announcing the launch of the new product and the discounts that your company will be offering for the festive season during Christmas and New Year.
7. You are the Vice Principal of a college that offers technical education. The Principal of your college is unhappy about the poor academic standards of the college and student unrest in the college. The Principal has asked you to prepare a report, enquiring into the matter, and submit it to him. Write a report keeping in mind the following students : admission policy, number of students, number of teachers, quality of teaching, hostel facilities and physical facilities such as classroom space, lab equipment, common room, scope of co-curricular activities, etc.
8. What is the difference between formal and informal letter writing ? What are the different form of formal communication ?
9. What are the principle of effective listening ?
10. Write a letter to the supplier ordering for office stationary on the response to their quotation.

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