



Name :
Roll No. :
Invigilator's Signature :

CS/BBA(H)/BIRM/BSCM/SEM-3/BBA-305/2010-11

2010-11

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 answer from the given alternatives :

10 × 1 = 10

- i) Brainstorming is
 - a) Blowing of strong words
 - b) A neurological check-up
 - c) A disease of the brain
 - d) A session for exchange of ideas.
- ii) The person who attaches meaning to a message is called
 - a) Sender
 - b) Encoder
 - c) Receiver
 - d) Transmitter.
- iii) If a manager asks his assistant to compile a report on the overall performance of the department, which form of communication will it be ?
 - a) Upward communication
 - b) Downward communication
 - c) Intrapersonal communication
 - d) Lateral communication.



- iv) Decoding requires
 - a) Faulty encoding
 - b) Competence of verbal mastery
 - c) Presence of noise
 - d) Use of any channel.

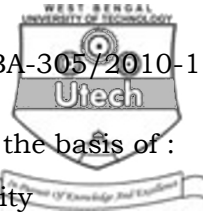
- v) Facial expression and bodily gestures are characteristics of
 - a) Para language
 - b) Kinesics
 - c) Proxemics
 - d) Environment.

- vi) By the word 'communication' we mean
 - a) Giving ideas
 - b) Receiving ideas
 - c) Exchanging of information
 - d) All of these.

- vii) A break in the communication process is known as
 - a) Recess
 - b) Noise
 - c) Error
 - d) Fault.

- viii) The element missing in the linear model of communication is
 - a) Message
 - b) Action
 - c) Feedback
 - d) Media.

- ix) Experience, knowledge and feelings act as _____ in the Shannon-Weaver model of communication.
 - a) Noise
 - b) Source
 - c) Feedback
 - d) Filters.



- x) Formal communication is structured on the basis of :
- a) Hierarchy
 - b) Authority
 - c) Accountability
 - d) All of these.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

2. What is organizational communication ? What are its types ?
3. Write a short note on meta communication.
4. Describe the linear concept of communication with the help of an illustration.
5. What is feedback ? Discuss the role of feedback in a business organization.
6. Write a memo to all the staffs calling for an urgent meeting. Mention the date, time and venue.

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. 3 × 15 = 45

7. In an advertisement published in The Times of India on 08/09/10, Tata DoCoMo has advertised for the post of Management Trainees in the area of HR. Write a solicited letter applying for the job along with your CV addressing the HR Manager.



8. What is verbal communication ? What are the attributes of oral and written communications ?
9. What are the four steps of listening ? What are the principles of effective listening ?
10. Write a formal report as the Sales Manager of a company to the company's Vice-President on why sales of a product has gone down in your region.
11. How can interdependence be developed in an organization ? What are the barriers to interdependence ?

