



Name :

Roll No. :

Invigilator's Signature :

CS/BBA(H),BIRM,BSCM/SEM-3/BBA-305/2012-13

2012

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 from the following :

10 × 1 = 10

i) A business letter is incomplete without

- | | |
|------------|------------------|
| a) Subject | b) Signature |
| c) Heading | d) All of these. |

ii) Listener pay heed to the verbal content

- a) 7% of the time
- b) 38% of the time
- c) 55% of the time.



- iii) Barriers in communication may arise at
 - a) Both Sender's and Receiver's Level
 - b) Transmission Level only
 - c) Feedback Level only
 - d) At all the Levels mentioned above.
- iv) 7 Cs of a good business letter do *not* include
 - a) Concise
 - b) Courteous
 - c) Commendable
 - d) Complete.
- v) Cultural difference may be termed as a
 - a) Physical barrier only
 - b) Psychological barrier only
 - c) Personal barrier only
 - d) Both personal and psychological barriers.
- vi) By the word 'communication' we mean
 - a) Giving ideas
 - b) Receiving ideas
 - c) Exchanging of information
 - d) All of these.
- vii) Upward and downward flows of the message constitute
 - a) Vertical communication
 - b) Horizontal communication
 - c) Diagonal communication
 - d) Lateral communication.

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GROUP - C

(Long Answer Type Questions)

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

6. What is interdependence ? Explain Vote's model with diagram.
7. Discuss the advantages and limitations of e-mail.
8. Write a collection letter of one of your regular customers, an absent-minded professor, whose dues for purchase of books have not been settled in spite of repeated reminders.
9. Describe the types of formal communication network. What are the advantages and limitations of formal communication network ?
10. Paton India Ltd., Delhi, wants a management trainee in the age group of 21 - 25, smart, having good communication skill and fluent in English. Write an application for the job along with your CV addressing the managing director.

