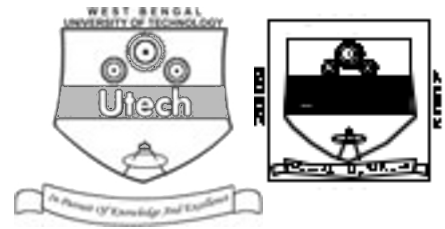


BUSINESS COMMUNICATION (SEMESTER - 2)

CS / BHM(N) / SEM-2 / HM-206 / 09



1.
Signature of Invigilator

2. Reg. No.

Roll No. of the Candidate

CS / BHM(N) / SEM-2 / HM-206 / 09
ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009
BUSINESS COMMUNICATION (SEMESTER - 2)

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
- Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering.
- You should not forget to write the corresponding question numbers while answering.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
- You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- Rough work, if necessary is to be done in this booklet only and cross it through.

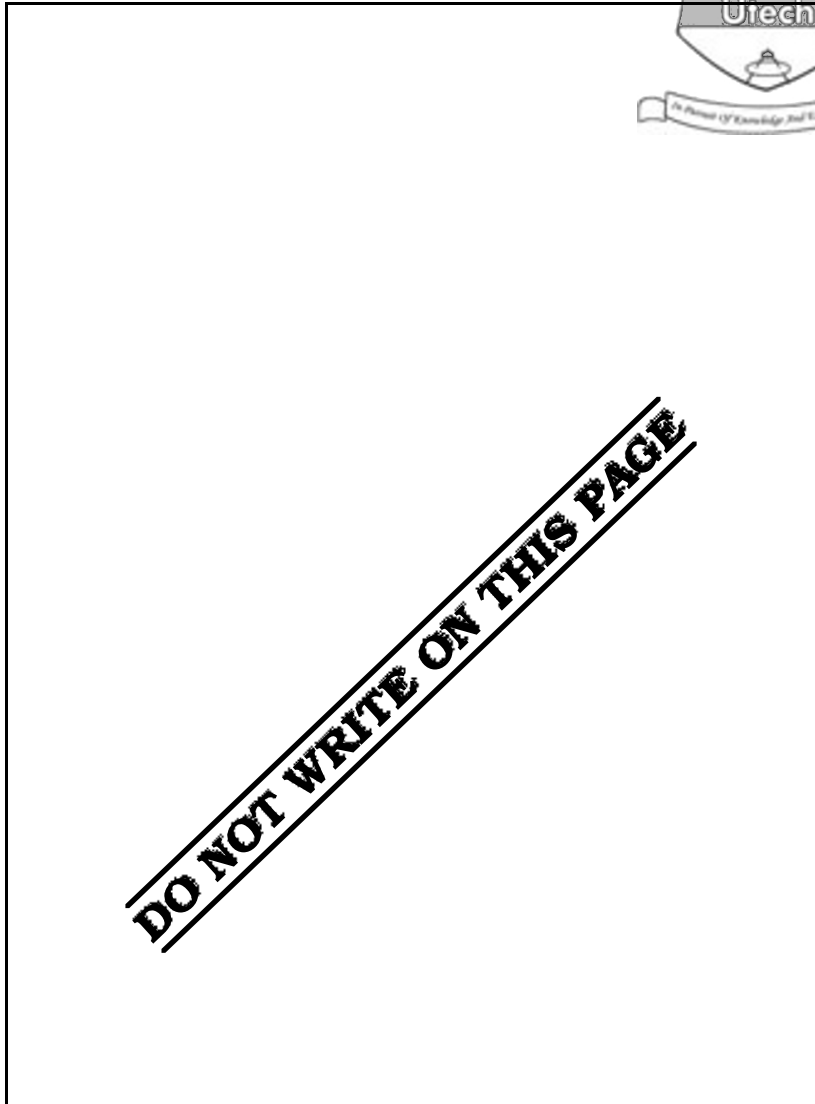
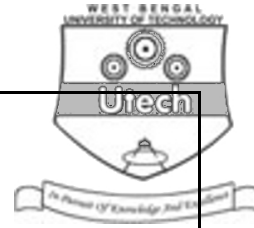
No additional sheets are to be used and no loose paper will be provided

FOR OFFICE USE / EVALUATION ONLY
Marks Obtained

Question Number	Group – A				Group – B				Group – C				Total Marks	Examiner's Signature
Marks Obtained														

.....
Head-Examiner / Co-Ordinator / Scrutineer

2403 (15/06)





BUSINESS COMMUNICATION

SEMESTER - 2



Time : 3 Hours]

[Full Marks : 70

GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10

i) The word 'communication' is derived from

- | | |
|-------------|------------|
| a) communis | b) comunis |
| c) commune | d) common. |

ii) Having thought over the message, the sender puts into words which is known as

- | | |
|-------------|-------------------|
| a) decoding | b) encoding |
| c) feedback | d) communicating. |

iii) 13. Memo report is

- a) external communication network
- b) grapevine
- c) internal communication
- d) none of these.

iv) Cluster communication is coming under

- | | |
|--------------|-------------------|
| a) upward | b) single strand |
| c) grapevine | d) wheel network. |



v) A business letter should be

a) polite b)

specific

c) brief

d) all of these.



vi) The flow of information between persons of same hierarchical level is known as

a) formal communication

b) oral communication

c) group discussion

d) horizontal communication.

vii) When a guest wishes to get some information about the tariff plan of five star deluxe hotel, the type of letter he writes is known as

a) quotation letter

b) appraisal letter

c) enquiry letter

d) offer letter.

viii) Body language is a type of

a) non-verbal

b) verbal

c) written

d) all of these.

ix) Minutes is a part of

a) barrier to communication

b) meeting

c) intrapersonal communication

d) interpersonal communication.

x) Teleconferences are the types of

a) written communication

b) oral communication

c) non-verbal communication

d) none of these.



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GROUP – B

(**Short Answer Type Questions**)

Answer any *three* of the following.



3 × 5 = 15

2. Describe the different levels of communication.
3. Write a short note on grapevine communication.
4. Describe the linear concept of communication with the help of an illustration.
5. Write in brief about the role of wit and humor in communication.
6. Write a short note on the communication cycle.
7. Write a memo to all the staff 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

8. Write a job application for the post of Front Office Manager in XYZ Hotel. Attach your CV with it.
9. What is the role of communication in the hotel industry ?
10. Write an essay on the effect of terrorism on the hotel industry.
11. Write down what you will say when your interviewer asks you to introduce yourself.
12. What is a meeting ? Discuss the importance of the minutes and agenda of a meeting.

END