



Name :

Roll No. :

Invigilator's Signature :

CS / BHMCT(NEW) / SEM-2 / HM-206 / 2012

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) Incongruity of verbal and non-verbal message is considered as
- a) misunderstanding
 - b) eccentric behaviour
 - c) communication barrier
 - d) defensiveness.
- ii) "He speaks impeccable English." The word 'impeccable' means
- a) questionable
 - b) faultless
 - c) appropriate
 - d) difficult.



- iii) When a presentation is created using power point, the presentation is made of a series of
- a) posters
 - b) charts
 - c) slides
 - d) all of these.
- iv) In communication, the percentage of non-verbal communication is
- a) 50%
 - b) 68%
 - c) 75%
 - d) 30%.
- v) Adjustment letter is written in answer to
- a) Appeal for a change in interview date
 - b) Appeal for a negotiation in price of goods
 - c) Order letter
 - d) Claim letter.
- vi) When you want to lodge a complaint and ask for a remedy you write a
- a) claim letter
 - b) sales letter
 - c) credit letter
 - d) order letter.
- vii) "Spam" is
- a) unlimited e-mail
 - b) unsolicited e-mail
 - c) urgent e-mail
 - d) unimportant e-mail.



- viii) Visual aids are important because they
- a) increase audience interest
 - b) illustrate key points
 - c) increase impact of the message
 - d) all of these.
- ix) A letter of acknowledgement
- a) provides a record
 - b) shows courtesy
 - c) avoids misunderstanding
 - d) serves all these purposes.
- x) Articulation falls under
- a) Proxemics
 - b) Kinesics
 - c) Paralinguistics
 - d) Chronemics.

GROUP – B

(Short Answer Type Questions)

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

2. Define communication. Discuss the channels of communication.
3. What are e-mail etiquettes ? Offer some general guidelines for writing e-mails.
4. Explain the role of wit and humour in an organization.
5. Write a short note on Grapevine Communication.
6. Write the difference between upward and downward communications.

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GROUP – C

(Long Answer Type Questions)

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

7. Write a letter to the Manager of Hotel Radisson Blue, Kolkata for booking a banquet hall for a 3 day conference accommodating 550 personnels. Include the details of the booking rooms for the delegates with special mention to the paraphernalia required or desirable.
8. Why has technical writing become so important for the industry and organization ?
9. With the help of a flowchart, explain the flow of communication in an organization.
10. As a student representative in meeting to discuss college food festival, write the minutes with topical headings, based on the issues given below :
 - * Menu
 - * Budget
 - * Job responsibilities.

