	Uiteah
Name:	
Roll No.:	A Description and Explana
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:

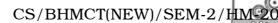
 $10 \times 1 = 10$

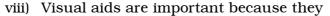
- i) Incongruity of verbal and non-verbal message is considered as
 - a) misunderstanding
 - b) eccentric behaviour
 - c) communication barrier
 - d) defensiveness.
- ii) "He speaks impeccable English." The word 'impeccable' means
 - a) questionable
- b) faultless
- c) appropriate
- d) difficult.

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iii)	Wh	en a presentation is cre	eated	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	per	centage of non-verbal	
	communication is				
	a)	50%	b)	68%	
	c)	75%	d)	30%.	
v)	Adj	ustment letter is writter	ı in a	nswer to	
	a)	Appeal for a change in	inte	rview date	
	b)	Appeal for a negotiation	on in	price of goods	
	c)	Order letter			
	d)	Claim letter.			
vi)	Wh	en you want to lodge	a co	mplaint and ask for a	
	rem	nedy you write a			
	a)	claim letter	b)	sales letter	
	c)	credit letter	d)	order letter.	
vii)	"Sp	am" is			
	a)	unlimited e-mail	b)	unsolicited e-mail	
	c)	urgent e-mail	d)	unimportant e-mail.	
· 0		0			





- 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.



- 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.

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