



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-2/TTM-204/2010

2010

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 for the following : $10 \times 1 = 10$
 - i) Block format is related to
 - a) letter writing
 - b) report writing
 - c) memo writing
 - d) proposal.
 - ii) An appropriate medium, oral, written, electronic, in code, or in a signalling system chosen to send the message is known as
 - a) channel
 - b) pattern
 - c) nature
 - d) barrier.
 - iii) When the receiver reciprocates to sender, it is called
 - a) feed forward
 - b) feedback
 - c) gossip
 - d) notice.

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- iv) A company godown caught fire. The report prepared for this incident would be a
- a) special report b) periodic report
- c) proposal d) notice.
- v) Emotion is barrier.
- a) semantic b) physical
- c) psychological d) lateral.
- vi) focuses on desired message.
- a) Selective listening b) Concrete
- c) Effective d) Decision-making.
- vii) Gossip is communication.
- a) single b) downward
- c) grapevine d) formal.
- viii) Special committee is appointed for
- a) routine tasks
- b) handling a special task
- c) handling only business activity
- d) handling political matters.



- ix) The flow of information between persons of same hierarchical level is known as
- formal communication
 - oral communication
 - group discussion
 - horizontal communication.
- x) Advertising is a form of
- external communication network
 - grapevine
 - internal communication
 - all of these.

GROUP – B

(Short Answer Type Questions)

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

- What are the channels of communication ? Illustrate them in short.
- Define 'agenda' and 'minutes'.
- What is body language ?
- What are the managerial functions of communication ?
- What are the elements of communication ? Describe any *two* elements.
- What are the differences between oral and written communications ?

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GROUP – C

(Long Answer Type Questions)

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

8. What is the difference between hearing and listening ?
Describe a good listener.
9. Prepare an outline of a report for the Manager of your Travel agency, investigating the causes of low response of tourists for the past one year and suggest measures or techniques to solve the problem.
10. Kingfisher Airways has put an advertisement in the newspaper looking for a sales executive in Jharkhand to promote the brand in the area. Write a proposal to the Area Manager of Kingfisher Airways, in response to the advertisement.
11. What are the various barriers to effective communication ?
Suggest suitable measures to overcome these barriers.

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