



Name :
Roll No. :
Invigilator's Signature :

CS / BTTM / SEM-2 / TTM-204 / 2011

2011

BUSINESS COMMUNICATION

Time Allotted : 3 Hours

Full Marks : 70

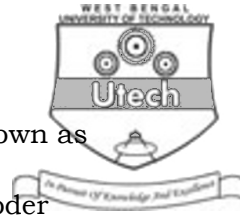
The figures in the margin indicate full marks.

*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) Eye contact is an important aspect of
 - a) Body language
 - b) Para language
 - c) Sign language
 - d) none of these.
 - ii) The communication that takes place between people who work in different departments and at different levels within an organization is called
 - a) Horizontal communication
 - b) Diagonal communication
 - c) Vertical communication
 - d) Grapevine communication.



- iii) Receiver of communication is also known as
 - a) decoder
 - b) encoder
 - c) feedback
 - d) channel.

- iv) Modified block Format is related to
 - a) Letter writing
 - b) Memo writing
 - c) Proposal writing
 - d) Report writing.

- v) Noise is in communication.
 - a) barrier
 - b) sender
 - c) medium
 - d) channel.

- vi) puts logical and coded message.
 - a) Action
 - b) Loop
 - c) Encoder
 - d) Decoder.

- vii) Nodding one's head, in response to a speaker's comment is an example of
 - a) Encoding
 - b) Decoding
 - c) Message
 - d) Feedback.

- viii) Communicating with is an example of External Business Communication.
 - a) superiors
 - b) customers
 - c) shareholders
 - d) subordinates.



- ix) Meeting minutes should be written
- a) before the meeting
 - b) during the meeting
 - c) after the meeting
 - d) never.
- x) 'Memo' is the acronym for
- a) Memorandum
 - b) Memory
 - c) Memoir
 - d) Memento.

GROUP – B

(Short Answer Type Questions)

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

2. What is the importance of 'agenda' and 'minutes' in a meeting ?
3. Write a short account on 'the importance of listening in the workplace'.
4. How does changing technology influence the travel and tourism industry ?
5. What are the elements of Communication ? Describe any two elements.
6. What are the differences between oral and written communications ?



GROUP – C

(Long Answer Type Questions)

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

7. What is listening ? What are the steps for effective listening ?
8. There is a decline in sales volume of the domestic tour packages of your company, though your competitor is doing extremely well. Write a report to your Managing Director, explaining him the cause of the sales decline.
9. You are the manager of Blooms Dale Travels Pvt. Ltd. Write a proposal to the Chairman of the organisation for refurbishing the office premises to attract more customers. You must state how the proposed mission will be feasible and lucrative from all perspectives for the company.
10. What are principles of effective writing ?
11. How does oral communication play a significant role in the interaction between the tourist and the guide appointed by a tourism company ?

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