



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-2/TTM-204/2012

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 for the following : $10 \times 1 = 10$
 - i) The response received to a message is called
 - a) encoding
 - b) channel
 - c) decoding
 - d) feedback.
 - ii) Semantics is the study of
 - a) how words convey meaning
 - b) barrier to communication
 - c) non-verbal communication
 - d) all of these.
 - iii) Mental blocks can be removed by
 - a) giving correct feedback
 - b) listening carefully
 - c) being open to changes
 - d) having know-it-all attitude.



- iv) Technical communication should be
- a) accurate
 - b) simple
 - c) precise
 - d) all of these.
- v) Sender in the communication process is also known as
- a) encoder
 - b) channel
 - c) medium
 - d) decoder.
- vi) Communication barrier operates as a
- a) filter
 - b) noise
 - c) confusion
 - d) break.
- vii) To differentiate between the 'important' and the 'not-so important' parts of a message is known as
- a) empathic listening
 - b) intuitive listening
 - c) synergistic listening
 - d) discriminative listening.
- viii) Grapevine communication is an example of
- a) formal communication
 - b) informal communication
 - c) non-verbal communication
 - d) none of these.



- ix) The communication that takes place between people who work in different departments and at different levels within an organization is called
- horizontal communication
 - vertical communication
 - diagonal communication
 - grapevine communication.
- x) Upward and downward flow of messages constitute
- vertical communication
 - diagonal communication
 - horizontal communication
 - none of these.

GROUP - B

(Short Answer Type Questions)

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

- Write down the difference between agenda and minutes.
- What is AIDA strategy in sales letter ?
- Write a notice for the outgoing student of your college for the interview and Group Discussion to be conducted by MK International Travels at your campus.
- Discuss the role of grapevine communication in business organization.
- How does body language help us in communication ?

GROUP - C

(Long Answer Type Questions)

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

- Write an application to the H.R. Manager of P.C. Tour Travels Org. for the post of management trainee with full bio-data.



8. Write down in short the guidelines facing the interview. How many types of interview are there ?
9. What do you understand by the term 'Report' ? Explain briefly the points which are considered while writing a report.
10. Write a technical report on the image of Bharat Airlines on the basis of the views expressed by passengers in a sample survey on various aspects of the service. The figure is shown in % of some of the basic parameters. Rest can be assumed and elaborated.

Services	Very poor	Poor	Fair	Good	Excelent	No response
Response to telephone enquiry	18	32	34	14	1	1
Response to personal enquiry	10	20	40	25	3	2
Telephone information for flight delays	24	40	16	15	4	1
Booking sevices	5	30	28	24	11	2
Cancellation of tickets	4	27	42	20	7	-
Food	7	22	45	24	2	-
Baggage clearance	21	27	34	12	3	-