Name :	
Roll No. :	An Annual (1) Knowledge Just Knowledge

Invigilator's Signature :

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

BUSINESS COMMUNICATION

Time Allotted : 3 Hours

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

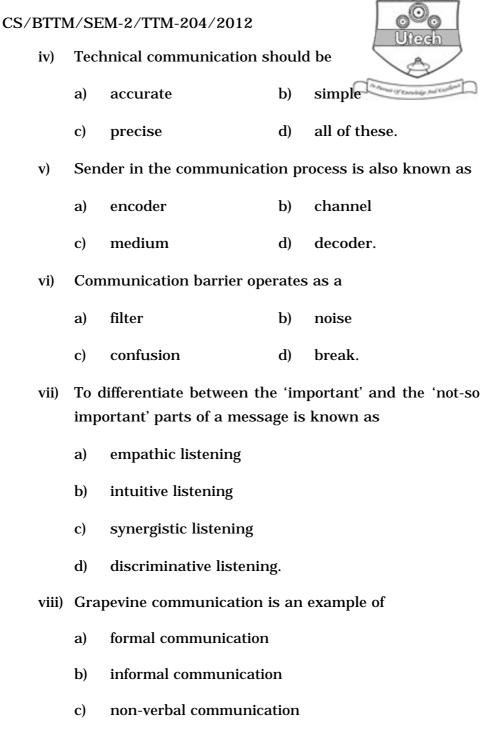
GROUP - A (Multiple Choice Type Questions)

- 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.

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Full Marks : 70

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d) none of these.

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ix) 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) vertical communication
- c) diagonal communication
- d) grapevine communication.
- x) Upward and downward flow of messages constitute
 - a) vertical communication
 - b) diagonal communication
 - c) horizontal communication
 - d) none of these.

GROUP – **B**

(Short Answer Type Questions)

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

- 2. Write down the difference between agenda and minutes.
- 3. What is AIDA strategy in sales letter ?
- 4. 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.
- 5. Discuss the role of grapevine communication in business organization.
- 6. How does body language help us in communication ?

GROUP – **C**

(Long Answer Type Questions)

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

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

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- 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	-

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