

Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-2/TTM-204/2013

2013

BUSINESS COMMUNICATION

Time Allotted : 3 Hours

Full Marks : 70

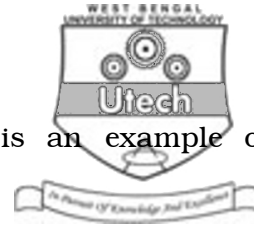
The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

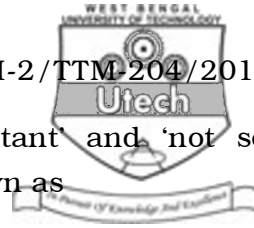
GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$
 - i) 'The flow of information from the manager to his superior in the organization is known as communication.
 - a) horizontal
 - b) lateral
 - c) upward
 - d) downward.
 - ii) Nodding ones head, in response to a speaker's comment is an example of
 - a) encoding
 - b) decoding
 - c) message
 - d) feedback.



- iii) Communicating with is an example of External Business Communication.
- a) superiors b) customers
c) colleagues d) subordinates.
- iv) Which of the following should be avoided in a Business letter ?
- a) Using Metaphor b) Using Jargons
c) Using Slangs d) All of these.
- v) Meeting minutes should be written
- a) before the meeting b) during the meeting
c) after the meeting d) never.
- vi) 'Memo' is the acronym for
- a) Memorandum b) Memory
c) Memoir d) Memento.
- vii) Which of the following is not an example of upward communication ?
- a) Body language b) Para language
c) Sign language d) None of these.
- viii) Grape vine communication is an example of
- a) formal communication
b) non-verbal communication
c) informal communication
d) none of these.



- ix) To differentiate between the 'important' and 'not so important' parts of a message is known as
- a) empathetic listening
 - b) synergistic listening
 - c) intuitive listening
 - d) discriminative listening.
- x) Decoding is done by the of the message.
- a) messenger
 - b) receiver
 - c) sender
 - d) medium.

GROUP – B

(Short Answer Type Questions)

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

2. Define upward communication.
3. What point should be kept in mind at the time of writing sales letter ?
4. What is the importance of 'agenda' and 'minutes' in a meeting ?
5. Write short notes on the following :
 - a) Grape vine communication
 - b) Corporate image.
6. What do you mean by empathetic listening ?

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GROUP – C

(Long Answer Type Questions)

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

7. Discuss with suitable examples the communication process in detail.
8. What is 'Body Language' ? Explain the various ways in which body language can create positive impact in business communication.
9. What are the barriers of communication ? Explain any *two*.
10. As a manager of 'Fun Tours & Travels' draft an advertisement in the newspaper looking for sales executive to promote the brand in North East India.
11. 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.

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