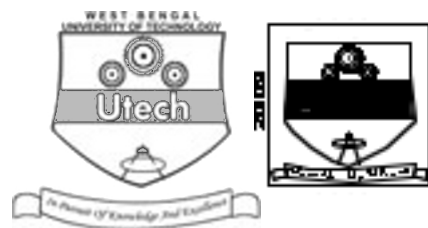


BUSINESS COMMUNICATION (SEMESTER - 2)

CS/BTTM/SEM-2/TTM-204/09



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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CS/BTTM/SEM-2/TTM-204/09
ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE - 2009
BUSINESS COMMUNICATION (SEMESTER - 2)

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
- Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering.
- You should not forget to write the corresponding question numbers while answering.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
- You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

	Group – A						Group – B						Group – C						Total Marks	Examiner's Signature
Question Number																				
Marks Obtained																				

Head-Examiner / Co-Ordinator / Scrutineer

2327 (11/06)



DO NOT WRITE ON THIS PAGE



ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009
BUSINESS COMMUNICATION
SEMESTER – 2



Time : 3 Hours]

[Full Marks : 70

GROUP – A
(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10
- i) An unplanned interference in communication environment is known as

a) feedback	b) noise	
c) problem	d) idea.	<input type="checkbox"/>
 - ii) The informal communication network in an organization is known as

a) Gossip	b) Cluster	
c) Grapevine	d) Vineyard.	<input type="checkbox"/>
 - iii) When the medium is the desired feedback is possible.

a) expensive	b) appropriate	
c) nice	d) structured.	<input type="checkbox"/>
 - iv) Improper listening leads communication to

a) distortion	b) disbalance	
c) disadvantage	d) dissatisfaction.	<input type="checkbox"/>
 - v) is the list of items to be discussed in a meeting.

a) Minutes	b) Agenda	
c) Layout	d) Notice.	<input type="checkbox"/>
 - vi) A report is a logical presentation of

a) facts and information	b) plans and ideas	
c) graphs and charts	d) policies and procedures.	<input type="checkbox"/>



vii) The list of technical or special terms used in a report is known as

- | | |
|-------------|-----------------------|
| a) glossary | b) index |
| c) appendix | d) table of contents. |



viii) Notice/Circular is a form of communication.

- | | |
|---------------|--------------|
| a) upward | b) downward |
| c) horizontal | d) diagonal. |

ix) 'Limited vocabulary' and 'poor listening skills' are forms of communication.

- | | |
|-------------------|-------------------|
| a) interpersonal | b) intrapersonal |
| c) organizational | d) none of these. |

x) By the word communication, we mean,

- | | |
|----------------------------|--------------------|
| a) giving ideas | b) receiving ideas |
| c) exchange of information | d) all of these. |

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following questions.

3 × 5 = 15

2. How is the effectiveness of communication is evaluated ?
3. What should be the optimal frequency of communication in an organization ?
4. State qualities of a good report and explain steps in report preparation.
5. Explain the process of interpersonal feedback.
6. Explain downward and upward communications.
7. What is a mock-interview ?



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following questions.



3 × 15 = 45

8. Comment on the need of effective writing skills in business communication. Discuss some guidelines for effective writing.
9. Briefly discuss the three stages in effective writing.
10. Make a convincing proposal to be submitted to the Department of Tourism, West Bengal, regarding your plans to open a new resort in your locality to develop rural tourism.
11. Prepare an outline of a report for the M.D. of your travel agency, investigating the causes of poor business for the last three months and suggesting measures for the same.

END