



ENGINEERING & MANAGEMENT EXAMINATIONS, DECEMBER - 2008
BUSINESS COMMUNICATION
SEMESTER - 1

Time : 3 Hours]

[Full Marks : 70

GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10
- i) If a business person does not have time to read the entire long report, he or she should
- a) look at only the graphics b) read the executive summary
- c) review the table of contents d) read the letter of transmittal.
- ii) Adaptation in writing is
- a) using acronyms to shorten the length of sentences
- b) using technical words to describe technical things or processes
- c) fitting the message to the particular page size
- d) choosing words that the reader is likely to understand.
- iii) E-mail has grown so rapidly in business because
- a) it is cheap
- b) it eliminates "telephone tag"
- c) it permits rapid exchanges to facilitate decision-making
- d) all of these.
- iv) In selecting a topic for a formal speech, you should be guided by which three factors ?
- a) Your knowledge, compensation, the audience
- b) Your audience, the time, the location
- c) The occasion, your knowledge, the audience
- d) Your knowledge, the time, the location.

110011 (5/12)



- v) Which of the following is not one of the basic truths about the communication process ?
- a) The symbols of communication are perfect
 - b) Meanings sent are not always received
 - c) Meanings are in the receiver's mind
 - d) The symbols of communication are imperfect.
- vi) What is not true about grapevine communication ?
- a) Wise managers ignore it
 - b) It carries much gossip and rumour
 - c) It carries more information than the formal communication network
 - d) Its shortcomings are like those of the organization's members.
- vii) Which of the following statements does not accurately describe the filtering process ?
- a) Messages are unintentionally altered by this phase of the communication process
 - b) Everyone filters information in the same way
 - c) Word choice may be perceived in different ways by diverse individuals
 - d) The message received is not precisely the message sent.
- viii) Cross-cultural communication
- a) should be jargon to be more informal
 - b) deals only with words and their meanings
 - c) is difficult because no precise translation may exist
 - d) is consistent because all senders and receivers share a common language background.



ix) After you have been assigned a report project, your first task is to

- a) get on the Internet and begin the research
- b) start writing
- c) clarify the problem/need in your mind
- d) delegate the assignment to a subordinate.

x) The purpose of using concrete words is to

- a) be vague with the reader
- b) create abstract thought
- c) discuss things that cannot be seen, touched or smelled
- d) be specific in meaning.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following.

3 x 5 = 15

2. Elucidate the importance of feedback in any communication process.
3. "Poor listening is a major cause of miscommunication." Do you agree ? Explain with reasons.
4. Enumerate the differences between oral and written communications.
5. State the importance of body language in the communication process.
6. "One requirement of a good presentation is to know your audience. You should study your audience both before and during the presentation." Explain.
7. State the essential steps to be followed in business report planning.

110011 (5/12)

**GROUP - C****(Long Answer Type Questions)**Answer any *three* of the following questions.

3 × 15 = 45

8. a) Explain in detail, the communication process. 10
 b) What is meant by information richness of communication channels ? 5
9. a) How will you differentiate a memo from a business letter ? 5
 b) A product training has been arranged for the newly appointed sales executives of your company. Considering yourself to be the Sales Manager, prepare a circular to inform your sales executives about the said training program. Invent the necessary details. 10
10. a) Mention the characteristics of a good business report. 5
 b) Prepare an outline for a report which will be used by Company X as a guide to ethics in its highly competitive business situation. 10
11. a) State the essential components of an Annual Report of a company. 7
 b) Discuss some of the advantages and limitations of e-mails. 4 + 4
12. a) "Meetings are an important facet of corporate life today." Suggest a few techniques conducting formal meetings. 5
 b) The Director of an educational institute has called a meeting among all the senior faculty members to discuss on various operational issues like canteen facilities, placement, library facilities, computer labs etc. Prepare a suitable agenda for the meeting. 10
13. a) Elucidate the term "barriers to communication". 3
 b) Discuss briefly, with examples, any four sender-oriented and any four receiver-oriented barriers and suggest methods of overcoming them. 12

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