



Name :
Roll No. :
Invigilator's Signature :

**CS/MBA(NEW)/SEM-1(FT & PT)/MB-102/2009-10
2009**

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 of the following :

10 × 1 = 10

- i) Kinesics is
 - a) the study of body language
 - b) the study of birds
 - c) the study of words
 - d) the study of intonation.
- ii) Empathy leads to
 - a) understanding
 - b) sympathy
 - c) apathy
 - d) feeling.
- iii) Communis means
 - a) to share
 - b) to talk
 - c) to feel
 - d) to understand.



- iv) Minutes are written by the
 - a) secretary
 - b) manager
 - c) receptionist
 - d) chairperson.
- v) Feedback is
 - a) response of the receiver
 - b) response of the encoder
 - c) response of the manager
 - d) response of the customer.
- vi) Analytical Report is
 - a) problem oriented
 - b) informational
 - c) descriptive
 - d) penetrative.
- vii) The 'W' in SWOT analysis stands for
 - a) Work
 - b) Weakness
 - c) Warmth
 - d) Willingness
- viii) 'Oculesics' is message conveyed through
 - a) Movement
 - b) Touch
 - c) Eye contact
 - d) Positive.
- ix) In all types of written communication the emphasis should be on
 - a) I
 - b) You
 - c) We
 - d) all of these.
- x) The word 'memo' is derived from the Latin word
 - a) memor
 - b) memorandum
 - c) memorare
 - d) none of these.



GROUP – B

(Short Answer Type Questions)

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

2. What are the advantages of e-mail communication ?
3. You are the Managing Director of an organization and it has come to your notice that your office employees are using the office Xerox machine and printer for their personal use. Issue a memo to all the employees of your office requesting them to stop this practice and restrict the use of the Xerox machine and printer to official use only.
4. Reasoning is the backbone of a proposal. Explain.
5. List out any four barriers to communication and state how they can be overcome.
6. Draft an advertisement for a book on Spoken English.

GROUP – C

(Long Answer Type Questions)

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

7. Study the advertisement, published in a leading newspaper, given below :

Informatics Systems, a leading management consultancy firm in Bangalore, requires fresh management graduates for its new office in Gurgaon. Candidates must have an MBA degree from a reputed management school. Preference will be given to candidates with proficiency in communication skills and presentation skills.

Interested candidates can send in their applications along with an updated CV, by 5th January 2010, to The HR Manager, at the following e-mail id : hrman@aol.com.

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- i) Write an application letter in response to the above advertisement. 7
 - ii) Frame an updated CV/Resume that you would send with the application letter. 8
8. Your college student council is about to organize the Annual Fest in your college. As the secretary of the student council, you have a meeting with the Managing Committee of your college to discuss about the arrangements to be made for the fest.
 - i) Prepare an agenda for the meeting. 6
 - ii) Assuming that the above mentioned meeting has already taken place. Prepare the minutes of the meeting. 9
9. Imagine that you are the President of the Employee Welfare Association of your organisation, where employees have been constantly complaining about the functioning of the office canteen services. Write a report to the Managing Director of the organisation relating to him the problems regarding the canteen and also suggest ways in which the condition and the functioning of the canteen can be improved.
10. "The main purpose of a sales letter is to convert the reader into a customer". How is this purpose achieved ?