



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MBA (NEW)/SEM-1 (FT & PT)/MB-102/2010-11**

**2010-11**

**BUSINESS COMMUNICATION**

*Time Allotted : 3 Hours*

*Full Marks : 70*

*The figures in the margin indicate full marks.*

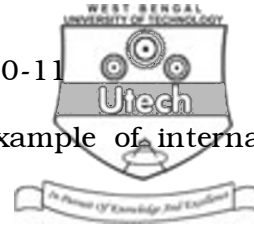
*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP – A**

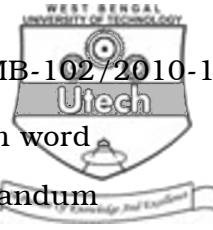
**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for the following :  $10 \times 1 = 10$

- i) Diagonal communication is also known as
  - a) cross-wise communication
  - b) vertical communication
  - c) horizontal communication
  - d) lateral communication.
  
- ii) Grapevine communication is an example of
  - a) informal communication
  - b) formal communication
  - c) non-verbal communication
  - d) none of these.



- iii) Which of the following is not an example of internal communication ?
  - a) memo
  - b) employee appraisal
  - c) press release
  - d) labour absenteeism.
- iv) Which of the following is not an example of upward communication ?
  - a) orders
  - b) complaints
  - c) grievances
  - d) periodical reports.
- v) Eye-contact is a part of
  - a) sign language
  - b) body language
  - c) space language
  - d) paralanguage.
- vi) Effective telephonic communication is contingent upon
  - a) pronunciation
  - b) voice modulation
  - c) intonation
  - d) all of these.
- vii) Psychological noise is
  - a) involuntary
  - b) unavoidable
  - c) tormenting
  - d) all of these.
- viii) Semantics is
  - a) the study of language
  - b) the study of words
  - c) the study of paralanguage
  - d) the study of kinesics.



- ix) The word 'memo' is derived from the latin word
- a) Memor
  - b) Memorandum
  - c) Memorare
  - d) None of these.
- x) The informational reports merely present the
- a) facts and summary
  - b) departmental information
  - c) committee information
  - d) marketing information.

**GROUP – B**

**( Short Answer Type Questions )**

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

2. "Communication is as essential for a business concern as blood and breathing are for life." Do you agree ? Explain.
3. Reasoning is the backbone of a proposal. Explain.
4. Draft an advertisement for a book on TQM.
5. What is business report ? Discuss its various types.
6. Draft an official circular regarding the like in DA and other allowances.



**GROUP – C**

**( Long Answer Type Questions )**

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

7. Draft an office notice regarding the transfer of different employees. 15
  
  8. Your college student council is about to organize the Annual Quiz and Extempore competition. As the secretary of the student council, you have a meeting with managing committee of your college to discuss about the arrangements to be made for the feast. 7 + 8
    - a) Prepare an agenda for the meeting.
    - b) Prepare the minutes of the meeting.
  
  9. What is listening ? How does it differ from hearing ? Why is it important to listen ? 5 + 5 + 5
  
  10. Write a job application followed by a CV or Curriculum Vitae for the post of IT Analyst in a well reputed MNC. 8 + 7
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