



Name :
Roll No. :
Invigilator's Signature :

CS/MBA/SEM-1(PT & FT)/MB-102/2012-13

2012

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) Chronemics refers to the use of in communication.
 - a) touch
 - b) time
 - c) colour
 - d) space.
 - ii) Announcements in railway stations serve as instances
 - a) mass communication
 - b) interpersonal communication
 - c) extra-personal communication
 - d) intrapersonal communication.



- iii) Which of the following is not an example of external-operational communication ?
- a) Business letter b) Project report
c) Memo d) Brochure.
- iv) Information overload is an example of
- a) noise b) interpersonal barrier
c) intrapersonal barrier d) organisational barrier.
- v) Communication between two managers in different departments may be classified as
- a) vertical b) diagonal
c) horizontal d) circular.
- vi) Which of the following is not a paralinguistic feature ?
- a) Volume b) Tone
c) Gesture d) Pitch.
- vii) What does T stands for in the STAR approach ?
- a) Touch b) Task
c) Time d) Target.
- viii) Following Aristotle, the three elements of critical listening are — ethos, pathos and
- a) logos b) mythos
c) demos d) topos.
- ix) A word that alerts the audience during a presentation is
- a) trigger b) bridge
c) topic word d) number item.
- x) The visual aid that compares parts to the whole and visualizes proportional relationships is
- a) bar graph b) scatter graph
c) line graph d) pie chart.



GROUP – B

(Short Answer Type Questions)

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

2. What are the essential differences between circulars and notice ?
3. What is grapevine ? What is its importance in an organisation ?
4. Explain the difference between oral and written communications.
5. What do you mean by Listening ? What are the different types of Listening ?
6. What details are to be recorded in the minutes of a meeting ? Who writes the minutes ?

GROUP – C

(Long Answer Type Questions)

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

7. a) Briefly discuss the general format for report writing.
- b) The Chairman, Energy Development and Conservation Council, New Delhi has been concerned about the recurring mismatch between the demand for electricity and its supply all over the country. As the secretary of this council, you have been asked to study the sector-wise power consumption pattern and write a report to be submitted to the Chairman. The following table shows the data for 3 consecutive years :

Sector	2005-06	2006-07	2007-08
Agriculture	70·70	79·30	85·74
Commercial	14·14	15·97	16·99
Domestic	43·34	47·92	52·54

Draft an analytical report using the above data. $5 + 10$



8. Canterbury Consultancy Services, Kolkata-700054, propose to run a two-week training programme in Professional Communication for their Engineers. As the Director of training, you have been asked to examine the suitability of running this programme at the Indian Institute of Management, Joka, Kolkata during the ensuing vacation and to submit a report to the Personal Manager of the company. Write the report in the letter format.
9. Fashion House Pvt. Ltd, a leading garment manufacturing and exporting firm has received a letter of complaint from one of its U.S. clients stating that the materials delivered recently were not properly folded and ironed. Further the client indicated their dissatisfaction and declined to further continue with the business tie-up in the future. The client is one of the most important and profitable customers for Fashion House Pvt. Ltd.
 - a) Draft a letter to the U.S. client, pacifying them and assuring them of best services in future.
 - b) Also prepare an internal communication to the Manager of the concerned department asking for an immediate explanation. 8 + 7
10. What differences are observed in the body language of individuals who are assertive / aggressive / passive ?

=====