

2015

(6th Semester)

COMMERCE

Paper No. : BC-601

(**Business Communication**)

Full Marks : 70

Pass Marks : 45%

Time : 3 hours

(PART : B—DESCRIPTIVE)

(*Marks : 45*)

*The figures in the margin indicate full marks
for the questions*

Answer **all** questions

1. (a) What is a communication model? Give their uses. 3+6=9

Or

- (b) What is audience analysis? State the easy way to analyze the audience. 3+6=9

2. (a) Briefly state how grapevine can be used by the management for its effectiveness. 9

Or

- (b) Explain about conducting seminars as a tool of group communication.

3. (a) Write a note on the various purposes for which a business letter is written. 9

Or

- (b) Write a memo to the manager of your firm suggesting a change in the system of circulation of important information to the employees of your organization.

4. (a) Show the difference between a proposal and a report. 9

Or

- (b) What are the steps to be followed while preparing a report?

5. (a) What is videoconferencing? State its advantages. 3+6=9

Or

- (b) How can the manager of a global firm adapt to intercultural diversities? 9

2015

{ 6th Semester }

COMMERCE

Paper No. : BC-601

{ Business Communication }

(PART : A—OBJECTIVE)

(Marks : 25)

*The figures in the margin indicate full marks for the questions*Answer **all** questions

1. Choose the correct answer by putting a Tick (✓) mark in the brackets provided : 1×5=5

(a) Feedback provides an opportunity for

- (i) suggestions and criticisms ()
- (ii) entrepreneurial activities ()
- (iii) intrapersonal communication ()
- (iv) All of the above ()

(b) Which of the following is a structural communication barrier?

(i) Perceptual difference ()

(ii) Credibility ()

(iii) Hierarchy ()

(iv) Jealousy ()

(c) A sales letter can act as a

(i) bad impression on consumer goods ()

(ii) preparatory promotion tool ()

(iii) uniform role ()

(iv) All of the above ()

(d) A glossary is a list of

(i) an alphabetically listed publication used by the researcher ()

(ii) materials needed to be included in the report ()

(iii) report that is necessary to make some remarks ()

(iv) all the technical terms used in the reports ()

- (e) E-mail is helpful in simultaneous circulation
- (i) to the members of a specific group ()
 - (ii) to the non-members of a specific group ()
 - (iii) to the members where no network is available ()
 - (iv) All of the above ()

2. State whether the following statements are True (T) or False (F) by putting a Tick (✓) mark : 1×5=5

- (a) Comprehensive devices for written communication could be in the form of circulars, orders, bulletins, handbooks, etc.

(T / F)

- (b) A seminar refers to the discussion in a small group in which the result of original research or advanced study is presented through oral or written reports.

(T / F)

- (c) One of the principles of business letter writing should be courteous and considerate.

(T / F)

(d) A report is a logical presentation of information not based on facts.

(T / F)

(e) The ethnocentric people believe that their culture is superior to the others.

(T / F)

3. Fill in the blanks :

1×5=5

(a) According to Robbins, "..... refers to transference and understanding of meaning".

(b) interview is dramatization of the actual interview.

(c) memos are used to give credit to employees of an organization for the outstanding work they have accomplished.

(d) A proposal is one, which is prepared in response to specific invitation or demand.

(e) conferencing help in effective communication by providing opportunity for face-to-face interaction.

4. Write short notes on the following :

2×5=10

(a) Types of audience

(b) Advantages of grapevine

(c) Sales letter

(d) Fax

Bc/BC 601/664

(e) Cultural sensitiveness
