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( 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*

1. (a) What are the barriers to communication?  
Discuss the guidelines for overcoming  
these barriers. 3+6=9

*Or*

- (b) Distinguish between formal and informal  
channels of communication. 9

2. (a) What is lateral communication? Explain its purposes. 3+6=9

Or

- (b) How does feedback help in making communication effective? 9

3. (a) What is a report? State its main features. 3+6=9

Or

- (b) There was a minor fire in the office building of your company. As the administrator, you have been asked to prepare a report giving your recommendation to prevent fire in the future. Prepare the report. 9

4. (a) What is e-mail? Describe its advantages. 3+6=9

Or

- (b) Explain the need and importance of business letters. 9

5. (a) What is a presentation? Why are oral presentations needed? 3+6=9

Or

- (b) How do you engage the audience in a lively, interactive and positive communication while making presentations? 9

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2016

( 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*

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

(a) Factors of effective business communication comprise of

- (i) radio talks      (    )
- (ii) press conference      (    )
- (iii) practical messages      (    )
- (iv) soap opera      (    )

(b) Group discussions include

- (i) listening ( )
- (ii) conjoining data appropriately ( )
- (iii) taking initiatives ( )
- (iv) All of the above ( )

(c) Memos can be defined as

- (i) notes to oneself ( )
- (ii) messages to people outside the organization ( )
- (iii) printed documents for routine exchange of information within an organization ( )
- (iv) information stored for later reference ( )

(d) Analysis of audience for oral presentations does not include

- (i) determining audience size ( )
- (ii) prediction of audience's probable reaction ( )
- (iii) gauging audience's level of understanding ( )
- (iv) demonstration in a street rally ( )

- (e) Video conferencing is done through
- (i) two-way audio-video transmission ( )
  - (ii) whatsapp voice chat ( )
  - (iii) g-mail e-communication ( )
  - (iv) VCR, audio-visual viewing ( )

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

(a) "Communication is an exchange of facts, ideas, opinions or emotions by two or more persons."

( T / F )

(b) Formal communication is not structured on the basis of hierarchy authority and accountability.

( T / F )

(c) Writing routine and positive messages are part of writing skills.

( T / F )

(d) Deciding upon the objective of presentation is a required skill.

( T / F )

(e) Facsimile (fax) is an outdated form of communication in the modern era.

( T / F )

3. Fill in the blanks :

1×5=5

- (a) Noise is an example of ..... in communication.
- (b) ..... is an accurate perception of all that is stated.
- (c) ..... is an alphabetically listed publication used by the researcher.
- (d) ..... letters aim at collecting dues without affecting the business relations.
- (e) ..... is the tendency to see the world from our cultural group's point of view.

4. Write short notes on the following :

2×5=10

(a) One-way communication

(b) Mock interview

(c) Grapevine communication

(d) Sales presentation

(e) Presenting in an intercultural situation

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