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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 is communication? Why is communication so important in a business organization? 3+6=9

Or

- (b) Discuss the various types of communication. 9

- (a) What are the different networks of communication? Explain in brief. 9

Or

- What is seminar? How can it be made effective? 3+6=9

( Turn Over )

3. (a) Discuss the various steps in effective writing. 9

Or

- (b) Draft a request letter asking suppliers to send quotations. Give a hypothetical example. 9

4. (a) What is an effective speech? Discuss the various strategies for making a speech effective. 3+6=9

Or

- (b) As the Secretary of XYZ company, prepare a report to be sent to the Managing Director for installation of computers and air conditioners in the company. 9

5. (a) Discuss the various modern means of communication. 9

Or

- (b) Discuss the way of handling written communication in international situations. 9

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2017

( 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) Which of the following is not an example of two-way communication?

(i) Group discussions ( )

(ii) Face-to-face interviews ( )

(iii) Telephonic talks ( )

(iv) Seminars ( )

(b) Advantages of Informal Network :

- (i) Speedy and spontaneous ( )
- (ii) Multidirectional ( )
- (iii) Misleading ( )
- (iv) Catharsis ( )

(c) Which is not a barrier of communication?

- (i) Semantic barrier ( )
- (ii) Physical barrier ( )
- (iii) Pretentious barrier ( )
- (iv) Organizational barrier ( )

(d) Advantages of Memo :

- (i) Expensive ( )
- (ii) Inexpensive ( )
- (iii) Convenient ( )
- (iv) Future reference ( )

(e) Communication in situation of cultural diversities and across border shall be

(i) Indifferent ( )

(ii) Different ( )

(iii) Same ( )

(iv) None of the above ( )

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

(a) Present communication theory is amalgamation of various disciplines like Psychology, Sociology, Philosophy, Political Science, etc.

( T / F )

(b) Grapevine communication takes place outside the formally prescribed and planned network or channel.

( T / F )

(c) Mock interview is dramatization of the actual interview.

( T / F )

(d) Communication through body without use of written or spoken words is also an important part of speech.

( T / F )

(e) The purpose of oral presentation is to answer the questions of the audience to accept new ideas.

( T / F )

3. Fill in the blanks :

1×5=5

(a) In an organizational setting, a message may have five separate audiences : primary, secondary, initial, gatekeeper and .....

(b) The internal corporate communication may be .....

(c) The last stage of business writing is re-writing that involves review and revision of the .....

(d) A report means an account given or opinion formally expressed for specific purpose after .....

(e) Teleconferencing is ..... group communication.

4. Write short notes on the following : 2×5=10

(a) David Berlo's SMCR model of communication

(b) Audience analysis



(c) Corporate communication

(d) Group discussion

(e) Presentation

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