

2018

(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 various objectives of communication? Explain them briefly. 9

Or

- (b) Explain Shannon and Weaver model of communication in detail. 9

2. (a) Discuss the general principles of effective communication. 9

Or

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

3. (a) What is memo? When is it used? Discuss its advantages. Draft a specimen memo asking for explanation for not attending the duty. 2+3+4=9

Or

- (b) What are the various types of business letters? Discuss the various points of business letters. 3+6=9

4. (a) What are the causes of nervousness in speech or interview? Discuss the ways to overcome nervousness in speech or interview. 4+5=9

Or

- (b) What are the various factors affecting presentations? 9

5. (a) Discuss the way of handling oral communication in International Situation. 9

Or

- (b) Explain the various modern means of communication. 9

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(Business Communication)**(PART : A—OBJECTIVE)***(Marks : 25)**The figures in the margin indicate full marks for the questions*Answer **all** questions

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

(a) Feedback provides an opportunity for

- (i) suggestion and criticism ()
- (ii) entrepreneurial activities ()
- (iii) interpersonal communication ()
- (iv) All of the above ()

(b) The various features of corporate communication include what?

- (i) It is continuous in nature ()
- (ii) It includes exchange of written, spoken and non-verbal message ()
- (iii) It synchronizes company's vision, values and mission to ensure that message is coherent, credible and ethical ()
- (iv) None of the above ()

(c) The strategy of presentation involves

- (i) deciding the possible results expected from the audience ()
- (ii) knowing and analysing the audience, their economic and social status, their demographic characteristics, their cultural background and their personal preferences ()
- (iii) deciding the time, location and the manner they are to be influenced ()
- (iv) All of the above ()

(d) Verbal elements include what?

- (i) To use exact words and pronunciation ()
- (ii) To avoid looking at the notes ()
- (iii) To stand upright ()
- (iv) To speak loudly to be heard, neither soft nor shouting ()

(e) Which is not a barrier of communication?

(i) Semantic barrier ()

(ii) Physical barrier ()

(iii) Pretentious barrier ()

(iv) Organizational barrier ()

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

(a) One of the most widely used communication models is SMCR model developed by Shannon-Weaver.

(T / F)

(b) The purpose of communication is to transfer the message with transmission of understanding among the audience.

(T / F)

(c) Business report is an objective and planned presentation of facts to one or more persons for specific business purpose.

(T / F)

(d) A facsimile is an ancient means of communication.

(T / F)

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

(T / F)

3. Fill in the blanks :

1×5=5

(a) The English word 'communication' has been derived from the Latin word

.....

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

(c) The term grapevine originated in the 1860's during the

(d) Business letters act as the silent of the company.

(e) Memo is an abbreviation of the word

.....

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

(a) Two-way communication

(b) Semantic barriers

(c) What is grapevine?

(d) Video conferencing

(e) Cultural sensitiveness
