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1 SEM TDC BUCN-1 (G/S) (N/O)

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(November)

COMMERCE

(General/Speciality)

Course : 101

(Business Communication—I)

Time : 3 hours

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

(New Course)

Full Marks : 80

Pass Marks : 24

1. Select the right alternatives of the following :

1×4=4

(a) In effective communication, the encoder becomes a decoder when there is

- (i) noise
- (ii) audience
- (iii) feedback
- (iv) channel

(b) Identify the correct sequence of the following :

- (i) Source, Channel, Message, Receiver
- (ii) Source, Receiver, Channel, Message
- (iii) Source, Message, Receiver, Channel
- (iv) Source, Message, Channel, Receiver

(c) Listening is badly affected by

- (i) message overload—excess of listened material
- (ii) high speed of speaking
- (iii) a sizable hearing loss—physiological problem
- (iv) All of the above

(d) Who cannot write a business letter to you?

- (i) Restaurant
- (ii) Shopping mall
- (iii) Friend
- (iv) Sports team

2. Write 'True' or 'False' of the following : $1 \times 4 = 4$

- (a) Communication models are multi-dimensional.
- (b) The initial audience can accept or reject a sender's message.
- (c) Seminars and presentations are same.
- (d) It is not necessary to have polite manners for a leader.

3. Write answer to each of the following questions in about 100 words : $4 \times 4 = 16$

(a) Briefly explain how communication is important for managerial functioning.

(b) Why is audience analysis done? Explain briefly.

(c) What is the role of organizer and speaker in seminar?

(d) What should be the guiding points for writing an office memo? Explain briefly.

4. (a) What is communication? What is the need for communication? Explain the significance of communication. $2+4+8=14$

Or

(b) What is communication model? What are the essentials of a communication model? Explain David Berlo's SMCR model of communication in detail.

$2+4+8=14$

5. (a) What is grapevine? Discuss its various types, advantages and disadvantages. How can it be made effective? $2+6+6=14$

Or

(b) What is informal communication? Write the importance of informal communication. Discuss its advantages and disadvantages.

$2+6+6=14$

6. (a) What is group discussion? Write down the purposes of group discussion. Discuss briefly five characteristics of a successful group discussion. $2+4+8=14$

Or

- (b) What is seminar? How is it different from presentation? Discuss the individual role of different parties to make a seminar effective. $2+4+8=14$

7. (a) What are the various approaches of designing persuasive letters? Imagine you are Mr. A. K. Dey, Managing Director of Star Marketing Group, Calcutta. Now draft a letter of recommendation to the General Manager of Skyline Industries Pvt. Ltd., New Delhi, in favour of Mr. Vivek Sharma for the post of Production Manager who has worked in your organization for the last three years.

$3+11=14$

Or

- (b) What are the different series of collection letters? Assume that you are the Manager of Bharat Agencies, Guwahati. Now draft a first series of collection letter in semi block format as a reminder to collect the overdue balance of ₹ 85,000 from Mr. Raj Bansal of Dibrugarh.

$3+11=14$

(Old Course)

Full Marks : 80

Pass Marks : 32

1. Select the right alternatives of the following :

1×4=4

(a) Prior to giving a response, the receiver decodes the perceived message and then frames the response, which is also termed as

(i) strategic reply

(ii) feedback

(iii) endorsement

(b) Interaction with peers or colleagues is referred to as

(i) vertical communication

(ii) diagonal communication

(iii) lateral communication

(c) The essence of any speech is

(i) content

(ii) choice of words

(iii) style

(d) Biased listening is a result of

(i) prejudices

(ii) semantic problems

(iii) arguments

2. Write 'True' or 'False' of the following : $1 \times 4 = 4$

- (a) The receiver and the decoder are the one and the same person.
- (b) Grapevine is a credible and reliable channel of communication.
- (c) In the context of business communication, a speech refers to a talk by a designated speaker.
- (d) Body language always speaks the truth while the speaker may play with words to hide the truth.

3. Write answer to each of the following questions in about 100 words : $4 \times 4 = 16$

- (a) "Communication is the lifeblood of any business organization." Elucidate.
- (b) Point out any four characteristics of grapevine.
- (c) What are the skills necessary for making presentation effective?
- (d) What do you mean by international communication?

4. (a) Define business communication. Explain the basic forms of communication. 2+8=10

Or

- (b) What do you mean by effective communication? State the guidelines for effective communication. 2+8=10

5. (a) Describe briefly the communication network of a modern business organization. 10

Or

- (b) Enumerate any five barriers to communication. 10

6. (a) What are the ten commandments of good speaking? Discuss any two in detail. 5+5=10

Or

- (b) What is meant by presentation? Explain the role of audio-visual aids in presentation. 2+8=10

7. (a) What do you mean by non-verbal communication? Write an elaborate note on proxemics as non-verbal spatial language. 4+10=14

Or

(b) "Good listening is a must to ensure satisfactory service to customers."
Discuss the statement with reference to service organizations.

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8. (a) What are the advantages of using e-mail as a tool of modern business communication? Prepare a set of guidelines for writing effective e-mails.

4+8=12

Or

(b) Do cultural differences affect the communication process? Discuss the importance of cultural diversities in international communication.

2+10=12
