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2 SEM TDC COM (G/S) BUCN-1

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(May)

COMMERCE

(General /Speciality)

Course : 201

(**Business Communication**)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

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

1. State whether the following statements are true or false : 1×8=8
- (a) Persuasion and appeal are the hallmarks of successful collection letters.
- (b) A report usually has a descriptive, expository or narrative sentences.
- (c) A job application letter is written to sell one's services.

- (d) For effective participation in a group discussion one must present one's views with pride, vigour and excitement.
- (e) The basic requirements of a good report are clarity, conciseness, continuity and objectivity.
- (f) Proposals and reports are same.
- (g) A sales letter is an advertisement.
- (h) A participant in a group discussion should try to dominate the discussion.

2. (a) What is the role played by a memorandum in business communication? 4
- (b) What are the important points you have to consider while editing a business message? 4
- (c) As an employer, how would you conduct effective interviews? 4
- (d) What is the purpose of group discussions? 4
3. (a) What is an interview? In what way would you prepare yourself if called for a job-interview? 14

Or

(b) M/s Glass House receive from New Glass Co. Ltd., a consignment of glass crockery in which some pieces of crockery are damaged probably due to carelessness in packing. Write a letter informing them about this and asking for compensation.

4. (a) What do you mean by report writing? Explain in brief the requisites of a good report. 6+8=14

Or

(b) As a sales manager of an agroproducts unit, draft a proposal to recruit more field staff and to provide required training to them. 14

5. (a) Since few weeks, your supplier is not sending the consignments of raw materials in time in spite of telephonic reminders. Draft a persuasive letter insisting him to honour the date line for sending consignments as per the terms of contract. 14

Or

(b) "The main purpose of a sales letter is to convert the reader into a customer."
How is this purpose achieved?

6. (a) What is a mock-interview? Explain its significance. 6+8=14

Or

- (b) Write an explanatory note on 'Effective listening exercises'. 14

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