

**2 SEM TDC BUCN (G/S) N/O**

**2 0 2 0**

**COMMERCE**

**( General/Speciality )**

Course : 201

**( Business Communication )**

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 correct alternative : 1×4=4

(a) In the steps in business report writing,  
the purpose of writing the report is to be  
established in

(i) prewriting stage

(ii) writing stage

(iii) rewriting stage

(iv) reviewing stage

- (b) Audience analysis includes
- (i) knowing the context of the audience-age, interest, qualification, knowledge base, etc.
  - (ii) knowing the expectations of the audience
  - (iii) knowing what they want to know
  - (iv) All of the above
- (c) Curriculum vitae contain
- (i) details of the educational qualification
  - (ii) work experience details
  - (iii) personal address details
  - (iv) All of the above
- (d) Paralanguage is the study of
- (i) voice quality, volume, speech rate and intonation
  - (ii) how we use space around us to communicate
  - (iii) body movements to judge inner state of emotions
  - (iv) None of the above

2. State whether the following statements are True or False : 1×4=4

- (a) A business report always serves some specific business purposes.

- (b) Use of audio-visual aids make presentation more effective.
- (c) It is not necessary to know about the nature of the job before appearing in an interview.
- (d) Eye contact is not necessary for effective communication between sender and receiver.

3. Answer any *four* of the following questions :

4×4=16

- (a) Explain four essentials of a good business report.
- (b) Define motivational speech with one example.
- (c) Write four advantages of PowerPoint presentation.
- (d) Explain the characteristics of a good resume.
- (e) Explain the role of the manager in listening to customer's complaint.
- (f) Distinguish between listening and hearing.

4. What is a business report? Briefly discuss all the components of a formal report. 4+10=14

Or

What is proposal writing? Explain the contents of a proposal. 4+10=14

5. Define presentation. Explain the factors affecting presentation. 4+10=14

*Or*

Distinguish between sales presentation and training presentation. Explain the role of visuals in oral presentation. 4+10=14

6. What do you mean by non-verbal communication? Explain kinesics with suitable examples. 4+10=14

*Or*

Write a note on the different types of listening. 14

7. What is interview? What kind of preparation is needed by the candidate to appear for an interview? Explain. 3+11=14

*Or*

Write a letter of application along with biodata in response to the following advertisement : 14

Applications are invited for the post of sales executive. The candidate should be a B.Com with basic computer knowledge. Candidate must be fluent in Hindi and English. Apply within 15 days to the Managing Director, Star Marketing Private Limited, Sixmile, Guwahati—6.

( Old Course )

Full Marks : 80

Pass Marks : 32

1. Select the correct alternative : 1×4=4

(a) 'You' attitude in business letter implies

(i) making the recipient main focus of the letter

(ii) giving importance to personal attitude

(iii) None of the above

(b) Members of an organization communicate in groups

(i) to share and exchange information and ideas

(ii) to arrive at a decision or important matters

(iii) All of the above

(c) An interview is a purposeful conversation between

(i) one party

(ii) two parties

(iii) None of the above

- (d) A seminar refers to
- (i) a discussion in small groups
  - (ii) public meeting
  - (iii) motivational speech

2. State whether the following statements are True or False : 1×4=4

(a) The success of any team in a group discussion depends, to a large extent, on its leader.

(b) Memos are known as in-house communication network.

(c) Reports and proposals are same.

(d) A job application letter is written to sell one's services.

3. Answer the following questions in about 100 words each : 4×4=16

(a) Mention the functions of a sales letter.

(b) What are the important points you have to consider while editing a business message?

(c) Explain the different parts of a resume.

(d) Explain the purpose of group discussion.

4. As the collection manager of BSL Pvt. Ltd., draft a first series collection letter to collect an unpaid amount of ₹ 50,000 from Mr. Alex. 12

Or

What is business letter? What are the different types of business letter? Mention its essentials. 12

5. "Writing business message is a multi-stage process." Elucidate the statement by describing all the stages. 12

Or

What is the significance of writing skills in modern business messages? 12

6. What is report writing? What are the steps to be followed while preparing a report? 2+6=8

Or

What is proposal? Write a note on the different types of proposal. 2+6=8

7. What is an interview? What are the guidelines to be followed in conducting an interview? Explain. 2+10=12

Or

Write a letter of application with biodata to the Managing Director of Amtron Industries, Guwahati, for the post of accountant. The required educational qualification is B.Com with six-month computer course.

12

8. What is a mock interview? What are the objectives of organizing mock interviews? Explain its significance.  $2+5+5=12$

Or

What is listening? What is the importance of listening in business? Mention five ways to improve listening.

$2+5+5=12$

\*\*\*