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(May)

.COMMERCE

(General / Speciality)

Course : 201

(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 correct alternative : 1×4=4

(a) In an analytical report, there is

(i) identification of the problem

(ii) analysis

(iii) interpretation

(iv) All of the above

- (b) Biased listening is the result of
- (i) prejudices
 - (ii) arguments
 - (iii) semantic problems
 - (iv) discussions
- (c) An interview is a/an _____ conversation between the interviewer and the interviewee.
- (i) casual
 - (ii) formal
 - (iii) informal
 - (iv) None of the above
- (d) Presentation can be made effective by
- (i) a good audience analysis
 - (ii) speaking very fast
 - (iii) serving food and drinks
 - (iv) not using audio-visual aids

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

- (a) Be specific and clear while writing a job application.
- (b) The purpose of an oral presentation is to explain and persuade the audience on a given topic.

(c) Non-verbal communication is a process of transmitting messages with spoken words.

(d) Listening and hearing are the same process.

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

4×4=16

(a) State any four differences between a report and a proposal.

(b) Briefly define different types of interview.

(c) Define kinesics with two suitable examples.

(d) List briefly two barriers of effective listening.

(e) State the importance of conducting surveys in business.

(f) How can visual aids make a presentation more effective? Mention two important aids.

4. Define a report. Explain briefly the essential points which should be considered while writing a good report.

4+10=14

Or

You are a commerce graduate and you are planning to set up a match factory in your locality for which you need a loan of 5 lacs rupees. You want to avail it under a govt. scheme. Write a proposal to the Deputy General Manager, District Industry Center to approve your loan.

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5. What is a presentation? Explain briefly how a presentation can be made more effective.

4+10=14

Or

What is the difference between a speech and an oral presentation? How can a speech be made more effective?

4+10=14

6. What is non-verbal communication? Explain any three types of non-verbal communication with suitable examples.

5+9=14

Or

Describe a few barriers of effective listening. 14

7. Define interview. How does good body language contribute to a successful interview for the candidate? Describe five positive body languages to be followed during an interview by the interviewee.

4+2+8=14

Or

Respond to the following advertisement :

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Wanted a commerce graduate for the post of Sales Representative at ABC Pvt. Ltd. Candidate must be fluent in Hindi and English, willing to work outside Assam. Apply within 15 days to Box No. ABC-087, The Sentinel, Gauhati.

(Old Course)

Full Marks : 80

Pass Marks : 32

1. Select the correct alternative :

1×4=4

(a) The purpose of a memo is to

(i) inform of the decision

(ii) remind someone of the action required

(iii) Both of the above

(b) In a group discussion, a candidate

(i) should display leadership qualities

(ii) should be dominant over other candidates

(iii) should present biased opinions

(c) During an interview, a candidate should keep in mind

(i) to give a firm but brief handshake

(ii) to be impolite

(iii) not to be punctual

(d) A business message should be

(i) clear

(ii) courteous

(iii) Both of the above

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

(a) A sales letter is a type of personalized advertisement right into the customer's house.

(b) There is no difference between analytical and informational reports.

(c) Maintaining eye contact with the other members in a group discussion is a negative sign.

(d) Mock interviews make the interviewee more confident.

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

(a) Briefly mention the difference between a memo and other business letters.

(b) Define an interview and its purpose.

(c) How do seminars contribute to the benefit of an organization?

(d) What is the function of a survey in a business?

4. As a Sales Manager of the Bank of Baroda, draft a sales letter to your customers to promote credit cards by your bank. 12

Or

Draft a memo as a Manager of ABC Pvt. Ltd. warning an employee on account of being habitually late for his office. 12

5. What is a business message? Elaborate three stages of drafting a business message. 2+10=12

Or

What is a business message? Explain the steps taken to make a business message more effective. 2+10=12

6. What is report writing? Explain the essential features of a good report. 2+6=8

Or

Define a business proposal. Discuss the essentials to be kept in mind while drafting a good proposal. 2+6=8

7. What is a group discussion? Discuss the purpose of a group discussion in the selection process of a job. 2+10=12

Or

Mention six barriers of effective listening and how they can be removed. 12

8. Write an application with a resume to the General Manager of Reliance Pvt. Ltd. for the post of a Sales Representative at their Gauhati Branch to Reliance Box No. 108, P.O. Bharalu, Ghy-I. 12

Or

Discuss the important things to be kept in mind by the interviewer before conducting an interview. 12

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