

2014

(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 alternative : 1×4=4

(a) Ability to communicate effectively

(i) is inborn

(ii) can be developed

(iii) cannot be developed

(2)

(b) Grapevine is a kind of — communication.

(i) lateral

(ii) formal

(iii) informal

(c) To excel in group discussion, it is important to develop

(i) listening skills

(ii) interactive skills

(iii) speaking skills

(d) The difference between a memo and a letter is in the

(i) tone and style

(ii) message

(iii) addressee

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

(a) The objective of any communication is just to receive or convey a message.

(b) Informal communication takes place beyond organizational hierarchy.

(3)

(c) The main purpose of a seminar is to share knowledge and to get the viewpoints of equally informed persons.

(d) The guiding principle of writing collection letters is to collect the amount and lose the customer.

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

(a) Communication is the lifeblood of any business organization. Elucidate.

(b) List any four media of external corporate communication and explain one of them briefly.

(c) What types of questions are generally asked in a job interview? Give examples of each.

(d) Explain briefly the approaches for writing persuasive letters.

4. (a) What do you mean by 'a communication model'? Explain the SMCR model of communication developed by David Berlo. $4 + 10 = 14$

(4)

Or

(b) What do you mean by audience analysis? Examine the importance of audience analysis in the communication process. 4+10=14

5. (a) Explain briefly the various forms of internal and external corporate communication. 7+7=14

Or

(b) Enumerate briefly any four barriers to communication. Suggest six ways to overcome communication barriers. 8+6=14

6. (a) What are the objectives of group discussion? Assess the importance of group discussion as part of selection process. 5+9=14

Or

(b) What is the importance of listening skills in a business organization? How are these skills useful in dealing with customer complaints? 6+8=14

(5)

7. (a) Enumerate any four purposes of writing a memo. Assume you are the Regional Manager, United Bank of India, Dibrugarh. Now draft a memo conveying to all employees of the regional office the message that a mock fire drill will be held at the beginning of next week as part of disaster management strategy. 4+10=14

Or

(b) What do you mean by a 'Request Letter'? Assume you are the proprietor of M/s Beauty Cleaner, 16 Princess Street, Worli, Mumbai-91. You drew a Demand Draft No. A 637825 dtd 5th November, 2014 for ₹ 50,000 in favour of Global Airlines Limited, payable at New Delhi. You pledged the Demand Draft as security deposit against the tender you submitted for upkeep and maintenance of the booking offices of Global Airlines Limited in New Delhi. Your tender was rejected and the Demand Draft was returned to you. Now

(6)

write a Request Letter to the Senior Manager, State Bank of India, Worli Branch, Mumbai to cancel the Demand Draft and credit the proceeds thereof to your firm's Account No. 30494941531.

3+11=14

(7)

(Old Course)

Full Marks : 80

Pass Marks : 32

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

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

(i) vertical communication

(ii) diagonal communication

(iii) horizontal/lateral communication

(b) Grapevine is a kind of — communication.

(i) formal

(ii) informal

(iii) lateral

(c) The essence of any speech is

(i) the content

(ii) the choice of words

(iii) the style

(8)

(d) The live telecast of the budget and the analysis that follows is an example of

(i) teleconferencing

(ii) videoconferencing

(iii) news broadcasting

2. Write 'True' or 'False' :

1×4=4

(a) For success of communication, it is necessary to make audience analysis and to adapt the message to their goals, interests and needs.

(b) In the context of business communication, a presentation refers to a talk by a designated speaker.

(c) Body language always reveals the truth while the speaker may play with words to conceal the truth.

(d) E-mail communication can be stored and retrieved as and when required by the sender only.

(9)

3. Write answers to the following questions in about 100 words each : 4×4=16

(a) "Communication is not complete till it is received, understood and acted upon." Elucidate.

(b) Point out four differences between upward and downward communication.

(c) How will you structure the message for oral presentation?

(d) List four essential conditions for effective listening.

4. (a) Define communication. Explain the basic forms of communication. 4+7=11

Or

(b) What do you mean by 'a communication model'? Explain the SMCR model of communication developed by David Berlo. 4+7=11

5. (a) What do you mean by corporate communication? Explain the various types of corporate communication. 3+8=11

(10)

Or

(b) Briefly enumerate five semantic barriers and six psychological barriers to communication. $5+6=11$

6. (a) What is the objective of making a presentation? What skills are necessary to develop an effective presentation? $3+8=11$

Or

(b) What are the ten commandments of good speaking? Discuss any two in detail. 11

7. (a) Mention the various types of listening. Which type of listening is most desirable and why? $4+7=11$

Or

(b) What do you mean by non-verbal communication? Write an illustrative note on proxemics as non-verbal spatial language. $3+8=11$

(11)

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-mail messages. $4+8=12$

Or

(b) What do you mean by international communication? Discuss the importance of cultural diversities in the context of international communication. $4+8=12$
