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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 alternative : 1×4=4

(a) Ability to communicate effectively

(i) is inborn

(ii) can be developed

(iii) cannot be developed

(2)

- (b) Interaction among members of the same organization is called
- (i) formal communication
 - (ii) internal communication
 - (iii) external communication
- (c) Multinational corporation with global operations employ people from
- (i) Western countries
 - (ii) developed countries
 - (iii) different countries
- (d) To excel in Group Discussion, it is important to develop
- (i) listening skills
 - (ii) interactive skills
 - (iii) speaking skills

2. Write 'True' or 'False' :

1×4=4

- (a) Encoding is the process of interpreting the message.
- (b) Advertising, media interaction and public relation fall mainly within the domain of corporate communication.

(3)

- (c) Every presentation normally ends with a question and answer session.
- (d) The physical presence but mental absence can be defined as active listening.

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

- (a) Account for the importance of audience analysis with reference to the communication process.
- (b) How can grapevine be effectively used?
- (c) State briefly the skills needed to make presentations effective.
- (d) What are the factors that have added cross-cultural dimension to business communication?

4. (a) Distinguish between communication and effective communication. In what ways can communication be made effective? 5+6=11

Or

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

(4)

5. (a) Explain briefly the various forms of internal and external corporate communication. 5+6=11

Or

- (b) Enumerate briefly any four barriers to communication. Suggest six ways to overcome communication barriers. 4+7=11

6. (a) What are the ten commandments of good speaking? Discuss any two in detail. 4+7=11

Or

- (b) What are the objectives of Group Discussion? Assess the importance of group discussion as part of selection process. 4+7=11

7. (a) What is the importance of listening skills in a business organization? How are those skills useful in dealing with customer complaint? 4+7=11

Or

- (b) What are the reasons behind miscommunication? Suggest some ways to overcome miscommunication. 4+7=11

(5)

8. (a) What are the stages in writing a business letter? What are the essential qualities of a good business letter? 6+6=12

Or

- (b) What is a memo? For what purposes are memo used? You are the Managing Director of ABC Limited. Draft a memo to the Customer Relations Officer for not attending to a customer complaint. 6+6=12

(Old Course)

Full Marks : 80

Pass Marks : 32

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

- (a) Communication network in any organization is

(i) internal and external

(ii) verbal and written

(iii) oral and non-verbal

(6)

- (b) Interactive meetings can be held through videoconferencing by a group of people and individuals in
- (i) same location
 - (ii) distant location
 - (iii) different locations
- (c) Sales presentations are designed and delivered with a view to
- (i) inform about the products
 - (ii) build goodwill
 - (iii) persuade the prospective buyers
- (d) Multinational corporation with global operations employ people from
- (i) Western countries
 - (ii) developed countries
 - (iii) different countries

2. Write 'True' or 'False' : 1×4=4

- (a) Upward and downward flow of messages constitute vertical communication.
- (b) Body language is not effective in presentation.

(7)

- (c) Listening is a significant part of any communication process.
- (d) Modern business operations and organizations are not confined to local limits.

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

- (a) Distinguish between oral communication and written communication.
- (b) How can grapevine be effectively used?
- (c) What is videoconferencing?
- (d) Why do organizations conduct surveys?

4. (a) What are the advantages and disadvantages of written communication? 14

Or

- (b) What are the types of business communication? How can there be better communication in an organization? 7+7=14

(8)

5. (a) What is vertical communication?
Explain its characteristics and
advantages. $7+7=14$

Or

- (b) What is corporate communication?
Explain its themes. $7+7=14$

6. (a) What is presentation? What is sales
presentation? What are the various
types of presentations? $2+2+10=14$

Or

- (b) What is meant by communication
barriers? Explain psychological and
organizational barriers to communi-
cation. $4+10=14$

7. (a) What is Kinesics? What is Proxemics?
"Verbal communication is more
important than nonverbal communi-
cation." Discuss. $2+2+10=14$

Or

- (b) Describe the various types of listening.
How can listening be improved? $4+10=14$
