

**2 0 1 6**  
( 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 alternatives of the following :

1×4=4

- (a) Encoding is the process in which
- (i) the sender writes down the message in Morse code
  - (ii) the sender converts the ideas into a message
  - (iii) the receiver writes the message in brief
- (b) Mental turbulence refers to
- (i) inability to understand
  - (ii) confusion in the mind of the receiver
  - (iii) confusion in the mind of the sender

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- (c) Seminars are a popular instance of \_\_\_\_\_ forum in modern-day business world.
- (i) interactive
  - (ii) non-interactive
  - (iii) experimental
- (d) The choice of the strategy for writing a sales letter is contingent upon
- (i) the product
  - (ii) the market segment
  - (iii) both the product and the market segment
2. Write 'True' or 'False' of the following :  $1 \times 4 = 4$
- (a) Shannon and Weaver were the first two scholars to propose a simple model of communication comprising a sender, a receiver and a message.
  - (b) A major barrier to the communication process is the tendency to evaluate on the part of the receiver.
  - (c) The main purpose of a seminar is to share knowledge and to get the view-points of equally well-informed persons.
  - (d) A memo is used for both internal and external communication in business organizations.

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3. Write answer to each of the following questions in about 100 words :  $4 \times 4 = 16$
- (a) Explain briefly the nature of business communication.
  - (b) Define 'corporate communication' and list its features.
  - (c) What qualities of a candidate are evaluated through group discussions?
  - (d) Differentiate between business letters and personal letters.
4. (a) What is audience analysis? How can the message be adapted to the needs and interests of the audience?  $4 + 10 = 14$
- Or
- (b) Differentiate between linear model and cyclical model of communication. Explain, with the help of a diagram, different elements of Shannon and Weaver model of communication.  $4 + 10 = 14$
5. (a) Identify the formal channels of internal corporate communication. Describe each of them briefly.  $2 + 12 = 14$
- Or
- (b) What do you mean by 'receiver-oriented' barriers to communication? Point out the causes of receiver-oriented barriers.  $3 + 11 = 14$

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6. (a) Distinguish between individual presentation and group presentation. Write a note on individual presentations with reference to strategy, structure, support and speech. 4+10=14

Or

- (b) Describe the listening process in detail. How can you be a good listener? 8+6=14

7. (a) What are the essential components of a memo? Assume that you are the Senior Branch Manager of Life Insurance Corporation of India, Dibrugarh and draft a memo requesting all the employees of the branch to attend the farewell ceremony of Mr. B. Saikia, Assistant Administrative Officer, to be held at 2 p.m. on December 1, 2016 at the Conference Hall. 4+10=14

Or

- (b) What do you mean by a 'request letter'? Imagine you are Mr. P. K. Baruah, OIL Colony, Duliajan and you lost a cheque No. 833712 dated October 27, 2016 for ₹ 25,000 drawn in favour of Mr. C. K. Hazarika. Now draft a letter requesting the Senior Branch Manager, State Bank of India, Duliajan to stop payment of the cheque and debit the incidental charge to your savings bank account No. 3425850491553. 3+11=14

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( Old Course )

Full Marks : 80  
Pass Marks : 32

1. Select the right alternatives of the following : 1×4=4

- (a) Message is the \_\_\_\_ idea transmitted by the sender.

- (i) raw
- (ii) structured
- (iii) encoded

- (b) A management consultant makes a presentation on

- (i) the impact of global recession in a business seminar
- (ii) organizational restructuring to a large business organization
- (iii) the business strategy plan to the top management of a company

- (c) \_\_\_\_ denotes astonishment.

- (i) Monotonous voice
- (ii) Ascending tone
- (iii) Evasive eye

- (d) During a group discussion, the candidates are subjected to

- (i) observation
- (ii) evaluation
- (iii) both observation and evaluation

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

(a) The importance and nature of communication in a business organization depend on the nature and expanse of business.

(b) Diagonal communication can give rise to gossip, grapevine and rumour.

(c) Preparing a speech involves two steps, viz., audience analysis and collection of relevant materials.

(d) Paralanguage refers to the vocally produced sound that is a direct form of linguistic communication.

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

(a) List four merits of oral communication.

(b) Identify and briefly explain the media of external corporate communication.

(c) Distinguish between a speech and a presentation.

(d) "Cultural differences add complexity to business communication." Explain.

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4. (a) What do you mean by communication? Describe the process of communication.  $2+8=10$

Or

(b) Explain the basic forms of communication. Give six examples of written forms of communication.  $7+3=10$

5. (a) Identify the formal channels of corporate communication and explain each of them briefly.  $3+8=11$

Or

(b) Identify and list the sender-oriented barriers to communication. What strategies would a communicator adapt for overcoming these barriers?  $6+5=11$

6. (a) What skills are necessary to make an effective presentation? Give two examples of how presentations are made in business.  $6+4=10$

Or

(b) Describe various kinds of speech. Do you agree with the assumption that a strong ending or conclusion is essential for an effective speech? Give reasons in support of your answer.  $6+4=10$

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7. (a) List various types of listening. Which type of listening is most desirable and why?  $4+10=14$

Or

- (b) What is non-verbal language? Explain any three common indicators of non-verbal language.  $2+12=14$

8. (a) How is an e-mail structured? Describe the procedure to be followed for sending an e-mail message.  $4+7=11$

Or

- (b) What do you understand by international communication? Discuss the importance of cross-cultural diversities in international communication.  $3+8=11$

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