

2015

(May)

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) A solicited proposal is prepared to
- (i) attract the potential customer
 - (ii) meet a specific demand
 - (iii) advertise a product

(2)

- (b) Training presentations are made to
- (i) persuade
 - (ii) entertain
 - (iii) inform
- (c) Nonverbal communication relies on
- (i) written language
 - (ii) appearance
 - (iii) observation and interpretation
- (d) Interview is a/an — conversation between the interviewer and the interviewee.
- (i) casual
 - (ii) formal
 - (iii) informal
2. State whether the following statements are True or False : 1×4=4
- (a) A report is a presentation and summation of facts and figures either collated or derived.
 - (b) Presentations are neither goal-oriented nor made with a specific purpose.
 - (c) Kinesics is nonverbal spatial language.
 - (d) In any interview, knowledge-related areas apart, appearance, body language and temperament of the candidate, too, help create a positive impression.

(3)

3. Answer the following questions in about 100 words each : 4×4=16
- (a) Explain the contents of a proposal.
 - (b) A presentation consists of oral communication supported by audio-visual aids. Elucidate.
 - (c) Account for the importance of listening to customers' complaint in business organisations.
 - (d) What are the characteristics of a good resume?
4. (a) What are the components of a formal report? Discuss briefly all of them. 4+10=14
- Or
- (b) What do you mean by a solicited proposal? Briefly describe each section of a proposal. 2+12=14
5. (a) How does a sales presentation differ from a training presentation? Discuss briefly the strategy adopted for effective training presentation. 6+8=14
- Or
- (b) What are the basic purposes of oral presentations? State briefly the skills needed to make presentation effective. 4+10=14

(4)

6. (a) What is meant by body language? Write an illustrative note on postures, gestures, attire and appearance as facets of body language. 4+10=14

Or

- (b) Enumerate any five deterrents to the listening process. In what ways can listening skills be improved? 5+9=14

7. (a) What are the two types of application? Write an application in response to the following advertisement which was published in *The Hindustan Times* dated 15th May, 2015 : 4+10=14

"Required an Accounts Clerk, B.Com with at least two years' experience. Knowledge of computer is essential. Apply within 15 days to Postbox No. 4279, GPO, Mumbai-11."

Or

- (b) What is the importance of a resume appended to a job application? Prepare a resume which you may use to apply for the post of a Development Officer in Life Insurance Corporation of India, Jorhat Division. 4+10=14

(5)

(Old Course)

Full Marks : 80

Pass Marks : 32

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

- (a) The letter written to have a specific response from the addressee is called a request letter.
- (b) In an informational report, the structure is always in the form of introduction, text and conclusion.
- (c) The need for interview arises because there are unlimited vacancies for a limited number of aspirants.
- (d) In a seminar, the result of original research or advanced study is presented through written reports.

2. Choose the correct alternative : 1×4=4

- (a) The difference between a memo and a letter is in the
- (i) tone and style
- (ii) message
- (iii) addressee

(6)

- (b) In business writing, pre-writing stage relates to
- (i) revising the text
 - (ii) defining the problem
 - (iii) organising the materials
- (c) The most important section of a proposal is
- (i) technical section
 - (ii) management section
 - (iii) cost estimate
- (d) In recruitment of candidates, a group discussion is used as a strategy of
- (i) selection process
 - (ii) elimination process
 - (iii) both selection and elimination processes
3. Answer the following questions in about 100 words each : 4×4=16
- (a) Enumerate any four purposes of writing persuasive letters.

(7)

- (b) What are different steps in planning a business message? Explain briefly the steps.
- (c) Point out the differences between a solicited proposal and an unsolicited proposal.
- (d) Draw a plan for your preparation to appear in a job interview.
4. (a) What are the guidelines to be followed in drafting a sales letter?
- (b) Assume you are the Sales Manager of Household Appliances Company Limited, New Delhi-11. You have been asked to promote the sale of a new food processor 'Jiffy', produced by the Company, in the North-East. Draft a sales letter offering 15% discount to Ladies' Clubs in Guwahati. 3+7=10
- Or
- (a) What are the most important components of a memo?
- (b) Imagine you are the General Manager of ABC (Pvt.) Limited, Kolkata and draft an office memorandum warning

(8)

Mr. P N. Kumar, a Senior Clerk,
Purchase Department, against his habit
of reading newspaper and magazines
during office hours. 3+7=10

5. (a) Briefly explain the steps to be identified
prior to commencing the task of
business writing. 12

Or

- (b) Reconstruct the following sentences to
make the meaning clear, concrete and
precise : 2×6=12

- (i) The company has developed a new
gas lighter.
- (ii) A new product must be
experimentally developed to be
successful.
- (iii) The reason for popularity of
slides is the simplicity of their
preparation.
- (iv) The responsibility of a person
involved in pedagogical pursuits is
to impart knowledge to those sent
to him for instruction.

(9)

(v) Broadly speaking, this may have
the ultimate effect of doubling
in numbers the total of bills
dispatched outwards in a single
day.

(vi) Unemployment decline, which has
continued over the past four years,
indicates that the recession has
bottomed and the upturn in the
economy is a fact.

6. (a) What do you mean by a proposal?
Briefly describe the sections included in
a proposal. 3+7=10

Or

- (b) What are the components of a formal
report? The Human Resource Manager
of Ashoka Cement Plant, Durgapur, has
been asked by the Managing Director of
the plant to submit a report on the
causes behind a recent incident of
strike by the workers. Assume you are
the Human Resource Manager and
prepare a report in memo format based
on your findings and recommendations.
2+8=10

(10)

7. (a) What is meant by an unsolicited letter of application?

(b) Glenmark Pharmaceuticals Ltd., Mumbai-26 requires. Sales Representatives for Upper Assam. Candidates must be graduate in commerce, fluent in Assamese and English. Three years' experience in similar capacity is desirable. Apply to

Sr. Personnel Manager,
Glenmark Pharmaceuticals Ltd.,
22 Bhulabhai Desai Road,
Mumbai-26.

Draft an application in response to the above advertisement which was published in *The Telegraph*, dated 24th April, 2015. 3+8=11

Or

Discuss the guidelines for an interviewer in planning and conducting a selection interview. 5+6=11

8. (a) Enumerate any five barriers to effective listening.

(11)

(b) In what ways can these barriers be overcome? 5+8=13

Or

(a) What are the features of a group discussion?

(b) What purposes does group discussion serve in selection interview? 4+9=13
