

2016

(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) The skill of report writing can be acquired by

(i) mastering the craft of writing

(ii) learning the scientific process of investigation, analysis and presentation

(iii) identifying the problem

(2)

- (b) Presentation can be made effective by
- (i) not using demos
 - (ii) knowing your audience and the place and occasion of your talk
 - (iii) serving food and drinks during the talk
- (c) During an interview, a candidate should keep in mind :
- (i) Bluffing the interview board may help him
 - (ii) Take up a 'you' attitude for the company
 - (iii) Neglect non-verbal communications coming from the interview board
- (d) Listening can be made effective by
- (i) evaluating the speaker
 - (ii) being a silent listener
 - (iii) avoiding preconceptions and prejudice
2. State whether the following statements are True or False : 1×4=4
- (a) The resume to be enclosed with an application letter need not give all the details of academic qualifications, achievements and experience.

(3)

- (b) A report usually has descriptive, expository or narrative sentences.
- (c) A job application letter is written to sell one's services.
- (d) Presentations are delivered with audio-visual aids.
3. Answer the following questions in about 100 words each : 4×4=16
- (a) Define business report and its essentials.
 - (b) What are the characteristics of a good speech?
 - (c) How is paralanguage close to verbal communication?
 - (d) Define proxemics. How does it help in the comprehension of a message?
4. (a) What is business report? Discuss its various types. 4+10=14
- Or
- (b) What is a proposal? What guidelines may be kept in mind while drafting a proposal? 4+10=14
5. (a) What roles do body language and voice qualities play in your presentation? 7+7=14

(4)

Or

- (b) What strategy would you adopt to make a sales presentation? Write a note on the use of visual aids in a presentation.

6+8=14

6. (a) What is the difference between hearing and listening? How can listening be made effective? 4+10=14

Or

- (b) "A good manager needs to listen at least as he need to talk. Too many people fail to realize that real communication goes in both directions." Comment on it by highlighting the importance of listening. 14

7. (a) Draft a resume as a commerce graduate which you may use for applying for the post of Accounts Assistance in a commercial organization. 14

Or

- (b) Respond to the ad : 14
Wanted a Call Centre Operator. Graduate/Undergraduate, with or without experience, fluent in English, Hindi and Assamese willing to work out of Assam and accept night duties. International standard training will be given. Apply in confidence to Box ASM-1187. *The Times of India.*

(5)

(Old Course)

Full Marks : 80

Pass Marks : 32

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

- (a) A report usually has descriptive, expository or narrative sentences.
(b) A sales letter is an advertisement.
(c) A participant in a group discussion should try to dominate the discussion.
(d) The resume to be enclosed with an application letter need not give the details of academic qualifications, achievements and experiences.

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

- (a) In writing business messages, the maximum period of time should be spent on
(i) writing the first draft
(ii) collecting materials/data
(iii) revising the final draft

(6)

- (b) A resume appended to a job application is
- (i) goal oriented
 - (ii) job specific
 - (iii) both goal oriented and job specific
- (c) A participant in a group discussion should
- (i) dominate the discussion
 - (ii) make personal remarks
 - (iii) listen to the views of others intently
- (d) The difference between a memo and letter is in the
- (i) tone and style
 - (ii) message
 - (iii) addressee
3. Answer the following questions in about 100 words each : 4×4=16
- (a) Account for the importance of listening to customers' complaint in business organizations.
 - (b) Explain the contents of a proposal.
 - (c) What is the objective of organising mock interviews?
 - (d) What is the importance of conducting surveys in business?

(7)

4. (a) "The main purpose of a sales letter is to convert the reader into a customer." How is this purpose achieved? 10
- Or
- (b) Since a few weeks, your supplier is not sending the consignments of raw materials on time in spite of telephonic reminders. Draft a persuasive letter insisting on him to honour the dateline for sending consignments as per the terms of contract. 10
5. (a) "Report writing is an important activity." Explain briefly the point which are considered while writing a report. 12
- Or
- (b) Write an internal proposal as sales manager of an agro-products unit to recruit more field staffs and to provide them with mobile phones. 12
6. (a) Discuss the importance of listening as an important component of the communication process. 10
- Or
- (b) Can listening as a skill be taught? What techniques and materials would you suggest for the purpose? 10

7. (a) Assume that you have just returned from a seminar to which you were deputed by the company. Write a memo to your immediate boss, reporting to him the important matters discussed at the seminar. Also point out their relevance to the company's business. 12

Or

- (b) The office manager of a company has asked you to replace the lot of 20 computers he bought from you ten days ago. Draft a suitable reply, refusing replacement but suggesting an alternative, which you think will satisfy him. 12

8. (a) What is kinesics? Discuss the role of body language in communication. 12

Or

- (b) What does the expression 'non-verbal communication' mean? Give examples of some non-verbal communication signals which you might associate with disagreement, discomfort, attentive listening, sympathy and boredom. 12