

CS/BBA(H),BIRM,BSCM/SEM-3/BBA-305/2012-13

2012

BUSINESS COMMUNICATION

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words

as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives from the following :

10x1 = 10

i) A business letter is incomplete without

a) Subject b) Signature

c) Heading d) All of these.

ii) Listener pay heed to the verbal content

a) 7% of the time

b) 38% of the time

c) 55% of the time.

iii) Barriers in communication may arise at

a) Both Sender's and Receiver's Level

b) Transmission Level only

c) Feedback Level only

d) At all the Levels mentioned above.

iv) 7 Cs of a good business letter do *not* include

a) Concise b) Courteous

c) Commendable d) Complete.

v) Cultural difference may be termed as a

- a) Physical barrier only
 - b) Psychological barrier only
 - c) Personal barrier only
 - d) Both personal and psychological barriers.
- vi) By the word 'communication' we mean
- a) Giving ideas
 - b) Receiving ideas
 - c) Exchanging of information
 - d) All of these.
- vii) Upward and downward flows of the message constitute
- a) Vertical communication
 - b) Horizontal communication
 - c) Diagonal communication
 - d) Lateral communication.
- viii) "Shannon-Weaver Model Introduces Feedback as a corrective to Noise." The statement is
- a) True b) False
 - c) May be true d) May be false.
- ix) Poor vocabulary is an example of a / an barrier of communication.
- a) semantic b) psychological
 - c) physical d) organizational.
- x) An auditor's Report is a/an
- a) Informal Report b) Committee Report
 - c) Individual Report d) Special Report.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3x5 = 15

2. What is SWOT analysis ? How can it be used by individuals and organizations ?
3. You are the Executive Director of an organisation. You are worried about the amount of time employees are spending at the office canteen during working hours. Write a memo to be circulated among all your employees, asking them to be at their desks during duty hours.
4. Explain noise in communication in brief.
5. Write a short note on paralanguage.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. 3x15 = 45

6. What is interdependence ? Explain Vot's model with diagram.
7. Discuss the advantages and limitations of *e-mail*.
8. Write a collection letter of one of your regular customers, an absent-minded professor, whose dues for purchase of books have not been settled in spite of repeated reminders.
9. Describe the types of formal communication network. What are the advantages and limitations of formal communication network ?
10. Paton India Ltd., Delhi, wants a management trainee in the age group of 21 - 25, smart, having good communication skill and fluent in English. Write an application for the job along with your CV addressing the managing director.

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