

CS/BSM/SEM-3/BSM-302/2012-13

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 for the following :

10X1 = 10

i) The person who attaches meaning to a message is called

- a) Sender b) Encoder
- c) Receiver d) Transmitter.

ii) Minutes are written by the

- a) President b) Vice-President
- c) Secretary d) Treasurer.

iii) Communication is a

- a) two-way process
- b) social activity
- c) feedback that enhances its effectiveness
- d) all of these.

iv) Upward and downward flow of message constitute

- a) Vertical communication
- b) Diagonal communication
- c) Lateral communication.

v) Complaints and application are objectives of

communication

a) among equals

b) to authority

c) to downward communication.

vi) Biased listening is the result of

a) Prejudices b) Arguments

c) Semantic problems d) discussion.

vii) Sales letter is a highly individualized form of

a) Advertisement b) Publicity

c) Persuasion d) all of these.

viii) are legal documents that can be produced in a court of law as evidence.

a) Agenda b) Minutes

c) Notice d) Memorandum.

ix) The word 'memo' is derived from the latin word

a) Memor

b) Memorandum

c) Memorare.

x) Formal communication is structured on the basis of

a) Hierarchy b) Authority

c) Accountability d) All of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3X5 = 15

2. Write a memo to all the staff calling for an urgent meeting.

Mention the date, time and venue.

3. What is a feedback ? Write the role of feedback in a business organization.

4. Write short notes on the following : $2 \times 2\frac{1}{2}$

a) Fax

b) Teleconferencing.

5. State five objectives of communication among equals.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

6. There has been a remarkable decline in the sale of sports goods manufactured by a company. The Marketing Manager has been asked to report with recommendations for stopping the decline. Prepare the report.

7. Discuss the principles of effective listening.

8. Discuss the barriers to communication.

9. Draft a sales letter on any *one* of the following products :

a) Water purifier

b) Sports shoes

c) Racing bicycle.