

Total number of printed pages-4

UG/Sem-1/BCM-AE1

2022

Business Communication

Paper : BCM-AE-1014

(English)

Time : 3 hours

Full Marks : 80

The figures in the margin indicate full marks for the questions.

1. State whether the following statements are *True* or *False*: $1 \times 10 = 10$

- a) A handshake is an example of Haptics.
- b) Perceptions play no role in communication situations.
- c) Silence conveys a lot about the person's attitude.
- d) Premature evaluation is an interpersonal barrier to communication.
- e) Trust and credibility are the building blocks of interpersonal communication.
- f) A business letter does not act as a valid document and evidence of contract between two parties.
- g) Memos do not ensure quick and smooth flow of information in an organization.
- h) Reports play a vital role in decision making and formulation of administrative policies in every organization.
- i) Noise refers to any kind of hindrance or interference.
- j) Speeches and presentations are not an indispensable part of business communication.

2. Answer the following questions: $2 \times 5 = 10$

- a) Write a short note on two-way model of communication.
- b) Define minutes and resolution.

Contd.

c) Mention two limitations of informal communication.

d) How does noise disturb the communication process?

e) Write two functions of business letters.

3. Answer the following:

a) Correct *any five* of the following as directed : 1×5=5

i) He hanged the coat on the peg.

(Correct the wrong word)

ii) Zubeen Garg is an imminent singer.

(Correct the wrong word)

iii) Earthly pleasures are *momentary* / *momentous*.

(Choose the correct option)

iv) The Sun is *stationary* / *stationery*.

(Choose the correct option)

v) All his attempts were in *vain* / *vein*.

(Choose the correct option)

vi) The moral of the army was high.

(Correct the wrong word)

vii) The Minister will visit *shortly* / *recently*.

(Choose the correct option)

b) Do as directed (*any five*) : 1×5=5

i) Study of the human mind.

(Express in one word)

ii) Incapable of being seen through.

(Express in one word)

iii) Give the antonym of 'Prosperity'.

iv) Give the synonym of 'Bogus'.

- v) Promises should be kept.
(Change the voice)
- vi) God alone can save him.
(Change into negative)
- vii) Who does not wish to be happy?
(Change into an Affirmative sentence)
- viii) Make a sentence with 'at the eleventh hour'.

c) Correct *any five* of the following: 1×5=5

- i) He has sold his old furnitures.
- ii) The wage of sin is death.
- iii) I have learnt a new poetry.
- iv) He resembled to his father.
- v) Don't make noise.
- vi) Tell me who is your father.
- vii) He left the village with bag and baggage.

d) Correct *any five* of the words that have been underlined: 1×5=5

- i) Ranjan had a mischivous sense of humour.
- ii) You have to work hard to become succesful.
- iii) Cigarete smoking is injurious to health.
- iv) Meet me at a spacific time and place.
- v) Raja is meticulus about his appearance.
- vi) Febuary comes after January.
- vii) What a wierd thing it is!

4. a) Answer *any two* of the following: 10×2=20

- i) What do you understand by barriers of communication? Write briefly on Physical barriers and Semantic barriers. 2+4+4=10
- ii) What is communication? Describe the elements of the communication process. 2+8=10
- iii) Discuss the different directions in which communication flows within an organization. 10
- iv) What is a speech? What are the characteristics of a good speech? 2+8=10
- v) What is an office order? Mention some of the occasions in which office orders are issued. Draft an office order asking employees to avoid smoking during office hours. 2+2+6=10
- b) Answer *any two* of the following: 10×2=20
- i) As the Manager of Kirloskar Oil Engines Ltd., Pune, write a letter to Jamunalal Electricals, Nasik cancelling an order for electrical goods because of the delay in executing the order.
- ii) Write a sales letter to promote the sale of a fairness cream.
- iii) Draft a Memorandum to an employee seeking an explanation for going on leave without prior permission.
- iv) You are the System Analyst of Modern College, Hyderabad. Write a letter to Imperial Systems, Hyderabad seeking a quotation for computers, printers and UPS systems for your College Computer Laboratory. Request them to state all terms of sale.
- v) Prepare a resume for a commerce graduate with some work experience, aspiring for the post of an accountant in a reputed company.

