



Name :
Roll No. :
Invigilator's Signature :

CS/MBA(N) / SEM-1 FT & PT/MB 102/2011-12

2011

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)

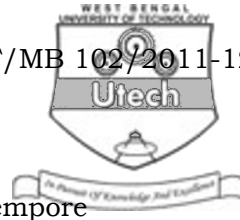
1. Choose the correct alternatives for the following :

10 × 1 = 10

- i) Listening skill is
 - a) Active
 - b) Involuntary
 - c) Passive
 - d) Casual.
- ii) A semantic problem relates to
 - a) a badly expressed message
 - b) meaning associated with words
 - c) intention of the speaker
 - d) miscommunication.
- iii) Kinesics is
 - a) the study of body language
 - b) the study of birds
 - c) the study of words
 - d) the study of intonation.



- iv) The word 'memo' is derived from the Latin word
 - a) memor
 - b) memorandum
 - c) memorare
 - d) none of these.
- v) The 'W' in SWOT analysis stands for :
 - a) Work
 - b) Weakness
 - c) Warmth
 - d) Willingness.
- vi) In an analytical report there is
 - a) identification of the problem
 - b) analysis
 - c) interpretation
 - d) all of these.
- vii) To be an effective listener
 - a) one should have a negative attitude to the speaker
 - b) one should report to discriminate listening
 - c) one should develop the skill of focusing and clarifying
 - d) one should look at the speaker's body language.
- viii) Minutes ensure continuity of the business transactions
 - a) by detailing matters in advance
 - b) by mutually problem solving by managers
 - c) by resuming discussion of decision taken at the previous meetings
 - d) by discussing in advance the strategies in problem solving.
- ix) Agenda is circulated
 - a) in the meeting
 - b) before the meeting
 - c) after the meeting
 - d) none of these.



- x) Brainstorming is
- a) Group discussion
 - b) Extempore
 - c) Neurological problem
 - d) Blowing of wind.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. "Rumors spread like wildfire and usually contain interesting and vague information." Comment.
3. "Poor listening is a major cause of miscommunication." Do you agree ? Explain with reasons.
4. "One requirement of a good presentation is to know your audience. You should study your audience both before and during the presentation." Explain.
5. Design a check-list delivering an effective presentation.
6. Discuss the importance of audience analysis in presentations.

GROUP – C

(Long Answer Type Questions)

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

7. Explain vertical, lateral and diagonal communication, indicating the advantages and problems involved in each.



8. You have got a complaint from a customer who had purchased a pair of jeans from your store. Srinivas, the customer claims that counter sales had assured him of the good quality of the jeans. However after one wash itself, the colour bled, and worse still, some other clothes that were in the washing machine with the jeans also got ruined. A huge claim to cover the expenses of all the damaged clothes is being demanded. How will you reply to Srinivas ? Write an appropriate letter.
9.
 - a) Imagine that you are the Secretary of the staff association of your organization. Write a notice, giving the agenda of the first business meeting of the General Body, convened to elect the office-bearers. The notice should contain the dates of nominations and withdrawals, the time and date of election and the place where it will be held.
 - b) Write the minutes of the above meeting.
10. Fantasy Garments Corporation wants to open a new garment branch in a metropolitan city for all age groups, ranging from formals to casuals. You, as the Sales Manager of the company, have to prepare a report on the set-up of the new showroom. For the report, prepare an outline which should have nine main headings which contain sub-headings up to second level.