



Bc/BC-601

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(6th Semester)

COMMERCE

Paper : BC-601

(Business Communication)

Full Marks : 70

Pass Marks : 45%

Time : 3 hours

(PART : B—DESCRIPTIVE)

(Marks : 45)

The questions are of equal value

1. (a) What is communication model? Explain David Berlo's model of communication.

Or

- (b) What are the various objectives of communication? Explain them briefly.

2. (a) What do you mean by communication networks? Explain various networks in brief.

Or

(b) What is grapevine communication? What are the advantages and disadvantages of grapevine communication?

3. (a) What are sales letters? Discuss the parts of a sales letter.

Or

(b) What is memo? Discuss how to write effective memos.

4. (a) Draft a report by management consultant on controlling raw material cost.

Or

(b) Discuss the various factors affecting presentation.

5. (a) Discuss the various modern means of communication.

Or

(b) Discuss the factors influencing interaction in cross-cultural communication.

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(6th Semester)

COMMERCE

Paper : BC-601

(**Business Communication**)

(PART : A—OBJECTIVE)

(Marks : 25)

The figures in the margin indicate full marks for the questions

1. Indicate whether the following statements are *True (T)* or *False (F)* by putting a Tick (✓) mark : 1×5=5

(a) People forcefully resist change when they are forced to change.

(T / F)

(b) The response of corporate communication is not immediate.

(T / F)

(c) Business writing does not involve long process of introspection.

(T / F)

(d) Bull is a person who buys shares with hope to sell them at higher prices.

(T / F)

(e) A strong pumping handshake is considered uncultured in France.

(T / F)

2. Choose the correct answer and place its code in the brackets provided : 1×10=10

(a) Which among the following is not a basic concept of David Berlo's SMCR model?

(i) Source

(ii) Message

(iii) Giver

(iv) Receiver

[]

(b) To analyze business communication problems, PAIBOC Question is used, here 'P' stands for

(i) People

(ii) Problem

(iii) Possibility

(iv) Purpose

[]

(c) Problems in the process of encoding and decoding a message is called _____ barriers.

- (i) semantic
- (ii) physical
- (iii) organizational
- (iv) psychological []

(d) Dramatization of the actual interview is

- (i) seminar
- (ii) mock interview
- (iii) group discussion
- (iv) symposium []

(e) In accounting term, LIFO and FIFO are

- (i) short term
- (ii) positive term
- (iii) technical term
- (iv) None of the above []

(f) Writer design the message in such a way that will change the mental filter of the

- (i) audience
- (ii) writer
- (iii) receiver
- (iv) sender []

- (g) Reports submitted by individual like Auditor, Manager and Secretary are called
- (i) individual reports
 - (ii) auditor reports
 - (iii) committee reports
 - (iv) company reports []
- (h) Which part of the report can be omitted by reader without any loss of understanding of the content?
- (i) Introduction
 - (ii) Analysis
 - (iii) References
 - (iv) Appendix []
- (i) Acronym of GSM is
- (i) Global Server Management
 - (ii) Global System for Mobiles
 - (iii) Gross Server Management
 - (iv) Gross System for Mobiles []
- (j) Loud conversation and any form of boisterousness in public places should be avoided in which country?
- (i) France
 - (ii) India
 - (iii) China
 - (iv) UK []

3. Write short notes on the following :

2×5=10

(a) Total Quality Management

(b) Gatekeeper audience

(c) Bad newsletters

(d) Press report

(e) Advantages of fax

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