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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 figures in the margin indicate full marks
for the questions*

1. (a) What is audience analysis? What are the various types of audiences? 2+7=9

Or

- (b) Discuss the Shannon and Weaver model of communication. 4+5=9

2. (a) What is corporate communication? Discuss the various types of corporate communication. 2+7=9

Or

- (b) Discuss the 7 Cs of communication. 9

3. (a) What are the various approaches of designing persuasive letters? 9

Or

- (b) What is memo? Draft a specimen of memo by Managing Director to Sales Officer for customer's complaint. 2+7=9

4. (a) Discuss the various strategies to overcome nervousness in speech or interview. 9

Or

- (b) Draft a report by management consultant on controlling raw material cost. 9

5. (a) Discuss the importance of cultural diversities in international business communication. 9

Or

- (b) Discuss the factors influencing interactions in cross-cultural communication. 9

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Bc/BC-601

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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

Answer **all** questions

- 1.** State whether the following statements are *True (T)* or *False (F)* : 1×5=5

- (a) Communication is defined as the process of information and understanding.
- (b) Corporate communication can be viewed as an integrative communication.
- (c) Grapevine communication is the formal communication network.

(2)

(d) Verbal communication is a communication through spoken and written words.

(e) Request letters can be approached in only one way.

2. Choose and write the correct answer from the options provided : 1×10=10

(a) One-way communication is characterized by

- (i) absence of clarity of ideas
- (ii) absence of feedback from the receiver
- (iii) absence of complexity of writer
- (iv) containing no motivation

(b) Communication is complete only when the receivers

- (i) give opinion
- (ii) reveal their ignorance
- (iii) understand the message
- (iv) never disclose facts

(c) Semantic barriers are concerned with problems of

- (i) using hard words
- (ii) noisy atmosphere
- (iii) encoding and decoding
- (iv) formal and informal ways

- (d) Writing skill contributes to one's success in
 - (i) any profession
 - (ii) only teaching job
 - (iii) export-import trade
 - (iv) experimental science
- (e) Sales letters are part of publicity and
 - (i) risk management
 - (ii) future sale planning
 - (iii) price reduction campaign
 - (iv) advertisement campaign
- (f) Report means an account given for
 - (i) specific purpose
 - (ii) writing purpose
 - (iii) punishment purpose
 - (iv) job security purpose
- (g) Compared to written communication, oral communication has
 - (i) less impact upon the audience
 - (ii) great impact upon the audience
 - (iii) no subjective value
 - (iv) created confusion for ever

(h) Memo is abbreviation of word 'Memorandum' which means

(i) minutes of management meeting

(ii) understanding among officers

(iii) a note to help memory

(iv) a contract signed by workers

(i) Interpersonal communication is a communication among

(i) two or more nations

(ii) more business houses

(iii) two or more persons

(iv) two or more retail outlets

(j) With liberalization and globalization, the world has been reduced to a small

(i) district town

(ii) state capital

(iii) continent

(iv) global village

(5)

3. Write short notes on the following :

2×5=10

- (a) Demographic factors
- (b) Rumours
- (c) Collection letters
- (d) Press report
- (e) Multicultural communication

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