



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 figures in the margin indicate full marks
for the questions*

1. (a) Discuss briefly the importance of communication. 9
- Or
- (b) Discuss the various forms of communication. 9
2. (a) What is group communication? How can it be made effective? 3+6=9

Or

- (b) Explain briefly the physical and organizational barriers of communication. 9

3. (a) What are the essentials of good business writing? Discuss briefly the various steps in effective writing. 3+6=9

Or

- (b) What are the various types of business letters? Briefly discuss the parts of business letters. 3+6=9

4. (a) What is presentation? Discuss the role of visuals in presentation. 2+7=9

Or

- (b) Discuss the various strategies for planning and preparation of effective speech. 9

5. (a) Discuss the ways of handling written communication in international situation. 9

Or

- (b) What is video conferencing? Discuss its advantages and disadvantages. 2+7=9

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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) Audience is center to the communication process.

(T / F)

(b) The strength of the message emerges from the authenticity and credibility of the communication.

(T / F)

(c) Memo is an expensive means of communication.

(T / F)

- (d) Preface is a list of technical terms from the writer to the reader.

(T / F)

- (e) Licensing is one of the ways of entering foreign market without capital requirement.

(T / F)

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

- (a) Communication among two or more persons is known as

(i) intrapersonal communication

(ii) formal communication

(iii) interpersonal communication

(iv) mass communication []

- (b) One of the most widely used communication models is SMCR Model developed by

(i) Claude Shannon

(ii) Berlo

(iii) Harold Lasswell

(iv) Jay A. Conger []

- (c) Congenial and healthy communication environment is essential to ensure the
- (i) completeness of communication
 - (ii) effectiveness of communication
 - (iii) speedy and spontaneous
 - (iv) All of the above []
- (d) Which one of the following is not the 4Ss of effective communication?
- (i) Shortness
 - (ii) Simplicity
 - (iii) Strength
 - (iv) Spontaneous []
- (e) These letters are written when the reader is not ready to comply with the request.
- (i) Request letters
 - (ii) Good news letters
 - (iii) Persuasive letters
 - (iv) Bad news letters []
- (f) Below the name and the designation of the sender, the sender of the letter puts his initials, which is called
- (i) signatures
 - (ii) enclosures
 - (iii) reference initials
 - (iv) salutations []

(g) In which presentation, the speaker speaks without interruption and answers all the questions of audience at the end?

- (i) Guided discussions
- (ii) Monologue presentations
- (iii) Sales presentations
- (iv) Visuals presentations []

(h) Albert Mehrabian found that the total impact of non-verbal in a message is

- (i) 38%
- (ii) 55%
- (iii) 40%
- (iv) 58% []

(i) The full form of EMS is

- (i) Enhanced Messaging Service
- (ii) Evaluating Messaging Service
- (iii) Easy Messaging Service
- (iv) None of the above []

(j) Documents used by the importers bank as a promise to pay the amount to the exporter is known as

- (i) Bill of Lading
- (ii) Bill of Exchange
- (iii) Letter of Credit
- (iv) Certificate of Origin []

3. Write short notes on the following :

2×5=10

(a) Communication Model

(b) Grapevine

(7)

(c) MEMOS

(d) Market Reports

(e) Teleconferencing

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