



**Bc/BC-601**

**2 0 2 4**

( 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 the importance of communication. 9

*Or*

- (b) What do you mean by verbal and non-verbal communication? Discuss the advantages and problems of verbal and non-verbal communication. 2+7=9

2. (a) What do you mean by corporate communication? Explain the features and objectives of corporate communication. 1+4+4=9

( 2 )

*Or*

(b) What is seminar? How seminar can be made more effective? 9

3. (a) What is writing skill? Elaborate essentials of good business writings. 3+6=9

*Or*

(b) Discuss the various parts of business letters. 9

4. (a) What do you mean by business report? Explain the essentials of a good business report. 1+8=9

*Or*

(b) Explain the strategies that should be followed to deliver speech in effective way. 9

5. (a) What do you mean by video conferencing? Write advantages and disadvantages of video conferencing. 1+4+4=9

*Or*

(b) Write the meaning of E-mail. Explain characteristics of successful E-mail messages. What are the advantages of E-mail? 1+5+3=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) The word communication has been derived from the Latin Word 'Communis'.

( T / F )

(b) The secretary to the minister acts as gatekeeper audience.

( T / F )

(c) Writing skill contributes to one's success in any profession or business.

( T / F )

(d) Shareholders need the annual report to know the state of affairs of the company.

( T / F )

(e) The fax machine can store the message in memory if there is no paper for printing the message.

( T / F )

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

(a) Decoding means \_\_\_\_\_ meaning to the message.

(i) attaching

(ii) putting

(iii) detaching

(iv) None of the above

[      ]

(b) Which one of the following is non-verbal communication?

(i) Video conferencing

(ii) Face-to-face talk

(iii) Telephonic talk

(iv) Body posture

[      ]

- (c) Which one of the following is **not** external corporate communication?
- (i) Memos
  - (ii) E-mail
  - (iii) Fax
  - (iv) Correspondence with government [       ]
- (d) Informal communication takes place \_\_\_\_\_ the following prescribed and planned network or channel.
- (i) within
  - (ii) outside
  - (iii) both outside and within
  - (iv) None of the above [       ]
- (e) Which one of the following is **not** parts of business letters?
- (i) Heading
  - (ii) Date
  - (iii) Signature
  - (iv) Bibliography [       ]
- (f) \_\_\_\_\_ are parts of publicity and advertisement campaign.
- (i) Sales letters
  - (ii) Request letters
  - (iii) Collection letters
  - (iv) Persuasive letters [       ]

(g) \_\_\_\_\_ are reports that convey the activities of the market.

- (i) Market reports
- (ii) Business reports
- (iii) Press reports
- (iv) Progress reports

[       ]

(h) Every successful and effective presentation requires

- (i) strategy and structure
- (ii) support
- (iii) speech
- (iv) All of the above

[       ]

(i) Which one of the following is **not** modern form of communication?

- (i) Videoconferencing
- (ii) E-mail
- (iii) SMS
- (iv) Newspapers

[       ]

(j) \_\_\_\_\_ communication is communication occurring across different cultures.

- (i) Multicultural
- (ii) Business
- (iii) Political
- (iv) All of the above

[       ]

3. Write short notes on the following :  $2 \times 5 = 10$

(a) Rumours

(b) Secondary Audience



( 7 )

(c) Memos

(b) Oral Presentation

(d) Oral Presentation

( 9 )

(e) SMS

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