

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) What do you mean by business communication? Discuss the elements of communication process. 2+7=9

Or

- (b) What are formal and informal communications? Discuss their advantages and disadvantages. 5+4=9

2. (a) What is grapevine communication? What are the advantages and disadvantages of grapevine communication? 1+4+4=9

(2)

Or

- (b) What is seminar? How can seminar be made effective? 2+7=9

3. (a) Discuss in brief various steps in effective writing. 9

Or

- (b) What are the various types of business letters? What are the important points to make business letters effective? 4+5=9

4. (a) What is business report? Discuss in brief various types of business reports. 2+7=9

Or

- (b) Discuss PowerPoint presentation with its advantages. 2+7=9

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

Or

- (b) Discuss the way of handling written communication in international situation. 9

Subject Code : Bc/BC-601

To be filled in by the Candidate

BA / BSc / BCom / BBA / BCA
6th Semester End Term
Examination, **2020**

Subject

Paper

INSTRUCTIONS TO CANDIDATES

1. The Booklet No. of this script should be quoted in the answer script meant for descriptive type questions and vice versa.
2. This paper should be **ANSWERED FIRST** and submitted within **1 (one) Hour** of the commencement of the Examination.
3. While answering the questions of this booklet, any cutting, erasing, over-writing or furnishing more than one answer is prohibited. Any rough work, if required, should be done only on the main Answer Book. Instructions given in each question should be followed for answering that question only.

*Signature of
Scrutiniser(s)*

*Signature of
Examiner(s)*

Booklet No. A

Date Stamp

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**To be filled in by the
Candidate**

BA / BSc / BCom / BBA / BCA
6th Semester End Term
Examination, **2020**

Roll No.
Regn. No.
Subject
Paper

DESCRIPTIVE TYPE
Booklet No. B

*Signature of
Invigilator(s)*

Bc/BC-601

2 0 2 0

(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)* by putting a Tick (✓) mark in the brackets provided : 1×5=5

(a) The English word Communication has been derived from Latin word Communis.

(T / F)

(b) Interpersonal communication is communication among two or more persons.

(T / F)

(2)

- (c) Informal communication takes place inside the formally prescribed and planned network or channel.

(T / F)

- (d) Writing skill determines the chances of influencing people.

(T / F)

- (e) E-mail is easy, quick and costly means of communication.

(T / F)

2. Put a Tick (✓) mark against the correct answer in the brackets provided : 1×10=10

- (a) Communication may be broadly defined as a process of

(i) command and control ()

(ii) meaningful interaction ()

(iii) changing business system ()

(iv) None of the above ()

(3)

- (b) Persuasion is an act of influencing
- (i) ordinary communication ()
 - (ii) rules and code of conduct ()
 - (iii) persons to voluntarily change their attitude ()
 - (iv) employees forced to change their attitude ()
- (c) The primary audience is the audience who have to decide
- (i) to reject the senders message ()
 - (ii) to accept the senders message ()
 - (iii) to hide the senders message in the company ()
 - (iv) to change the contents of the message ()
- (d) Grapevine communication is the informal communication network
- (i) useful for global communication ()
 - (ii) within an organisation ()
 - (iii) system designed to change organisation ()
 - (iv) All of the above ()

(4)

(e) Writing skill contributes to one's success in any

(i) profession or business ()

(ii) process of accounting ()

(iii) calculating of profit share ()

(iv) All of the above ()

(f) Verbal communication is a communication through

(i) sending e-mail ()

(ii) message by facial expression ()

(iii) spoken and written words ()

(iv) body movement ()

(g) Persuading the readers to act in desired way or

(i) to change their mindset ()

(ii) to change their responsibility ()

(iii) to change their way of life ()

(iv) to change their body language ()

(5)

- (h) Statutory reports are required to be prepared
- (i) according to rules of the company ()
 - (ii) as per the financial requirements ()
 - (iii) according to legal procedures ()
 - (iv) according to the resolutions of the employees ()
- (i) Multicultural communication is occurring across
- (i) different organisations of the country ()
 - (ii) different levels of employees ()
 - (iii) different cultures of the world ()
 - (iv) All of the above ()
- (j) Presently we live in globalized economy shaped by
- (i) Government Corporations ()
 - (ii) Multinational Corporations ()
 - (iii) Private Sector Corporations ()
 - (iv) Public-Private Corporations ()

(6)

3. Write short notes on the following :

2×5=10

(a) Market reports

(b) Franchising

(7)

(c) Press conference

(d) Watch-dog audience

(8)

(e) You-attitude

★ ★ ★