

Total number of printed pages-7

47 (1) BBA-AE-1014/1.1 (N/O)

2022

(Held in 2023)

BUSINESS COMMUNICATION

Paper : BBA-AE-1014/1.1

Full Marks : 80

Time : Three hours

***The figures in the margin indicate
full marks for the questions.***

1. State whether the following statements are True **or** False : **(any ten)** 1×10=10
 - (a) Interpersonal communication usually occurs within groups of 1-5 individuals.
 - (b) Words themselves hold no meaning; rather it is the way in which we use and interpret words that provide for their meaning.
 - (c) Speaking is not a skill.
 - (d) Nonverbal communication means that a message is written rather than spoken.
 - (e) Effective communication is a key to success in business.

Contd.

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(f) The word 'communis' means 'to share', 'to impart', 'to participate' or 'to make common'.

(g) Noise is any hindrance or interference.

(h) Upward communication creates mutual confidence and trust among executives and employees.

(i) The meanings of the words are not in the words, they are in us.

(j) Writing as a communication tool is in existence ever since the dawn of civilization.

(k) Cancelling order means conveying bad news.

(l) Adjustment letters should be written in polite and polished language.

2. Answer **any five** of the following questions:
 $2 \times 5 = 10$

(a) What is effective communication ?

(b) Write *two* benefits of face-to-face communication.

(c) Briefly write on semantic barriers to communication.

(d) What is mass communication ?

(e) What are recommendation letters ?

(f) What is a memo ?

3. Answer the following : $5 \times 4 = 20$

(a) Correct *any five* of the following :
 $1 \times 5 = 5$

(i) The letter is written by a pen.

(ii) He is more better today.

(iii) He is very sick to visit office.

(iv) Furnitures were purchased.

(v) One should keep his promise.

(vi) Little knowledge is better than none.

(b) Correct *any five* of the words that have been underlined : $1 \times 5 = 5$

(i) When he was poor, he used to be humbel.

(ii) Prosperiety is a blessing.

(iii) He is very shelfish.

(iv) Piece brings prosperity whereas war brings destruction.

- (v) She professes to be a relegious woman.
- (vi) That is a succint speech.
- (c) Correct *any five* of the following as directed : *(Correct the wrong word in each sentence)* $1 \times 5 = 5$
- (i) He was feeling regrettable for not attending the meeting.
- (ii) Goals are accompanied quickly when the moral of the team is high.
- (iii) I wish I was a king.
- (iv) The doctor throughly examined him.
- (v) The owner signed the check.
- (vi) An artist should have a keen inside.
- (d) Do as directed : *(any five)* $1 \times 5 = 5$
- (i) One who attends to the diseases of the eye. *(Express in one word)*
- (ii) One who foretells events.
(Express in one word)
- (iii) Give the synonym of abandon and alienate.

- (iv) Give the antonym of appreciate and arrogant.
- (v) The director has signed the annual reports. *(Turn into passive voice)*
- (vi) The book is mine.
(Make it a complex sentence)
- (vii) Promises should be kept.
(Change the voice)
- (viii) Don't you know his address ?
(Turn into an assertive sentence)
4. (a) Answer *any two* of the following : $10 \times 2 = 20$
- (i) What do you mean by communication networks ? Explain various networks in brief.
- (ii) What is grapevine ? Discuss its various types, advantages and disadvantages.
- (iii) What is meant by communication barriers ? Discuss psychological barriers and physical barriers to communication.

(iv) How does business writing differ from other writings ? Discuss the importance of writing skills. How can this skill be improved ?

(v) What is a notice and an agenda of a meeting ? What are the key points to keep in mind while drafting them ?

(b) Answer any two of the following :

10×2=20

(i) What is a presentation ? What are the qualities of a good presentation ?

(ii) What are the importances of structuring long reports ? Explain different parts of long report.

(iii) Draft a circular letter announcing the change of premise of you restaurant, 'Surabhi's Kitchen', from Narengi to Six Mile, near GNRC Hospital.

(iv) Draft an adjustment letter in response to a complaint against inordinate delay in dispatching of goods.

(v) What are various formats of business letters ? Give specimen of two formats.