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**47 (1) BBA-AE-1014/1.1**

**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)**  $1 \times 10 = 10$

- (a) Communication is a continuous process and essential to all human activity.
- (b) Conducive environment in oral communication can settle various disputes and differences among people.
- (c) Decoding is not an essential element of communication.

Contd.



- (d) Circulars are drafted to circulate inside the organization.
- (e) Process of communication ends with the selection of the channel.
- (f) In adjustment letter the writer should imply that the customer is at fault.
- (g) Good newsletters are credit refusal letters.
- (h) Low cost is a benefit of using e-mail.
- (i) Minutes of a meeting should be signed by the Vice President and the Secretary.
- (j) The agenda for a meeting should specify all the topics to be discussed in order of importance or manner of presentation.

2. Briefly write on **any five** of the following :

2×5=10

- (a) Heading and inside address
- (b) Features of communication
- (c) Two merits of memo



(d) Auditor's report

(e) Two disadvantages of oral communication

(f) Group communication

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

(a) Correct *any five* of the following :

$1 \times 5 = 5$

(i) Mr. John did not went to the meeting yesterday.

(ii) He runs very fast. Does he ?

(iii) I lived in Delhi since 3 years.

(iv) We provided you enough informations.

(v) It's been ages since we last speaking.

(vi) Silk is made with silkworms.

(b) Fill in the blanks with appropriate preposition : **(any five)**  $1 \times 5 = 5$

(i) The girl is suffering \_\_\_\_\_ malaria.



(ii) I agree \_\_\_\_\_ your idea.

(iii) She is good \_\_\_\_\_ studies.

(iv) You can sign the paper \_\_\_\_\_ ink.

(v) We will have to bear \_\_\_\_\_ her temperament.

(vi) My boss is angry \_\_\_\_\_ me.

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

(i) This school does not seem to have any principals.

(ii) The incident will put bad affect on the baby.

(iii) He denied to accept the gift.

(iv) We shall discuss this issue sometimes tomorrow.

(v) No one of the boys has reached this place.

(vi) The patient was released from the hospital yesterday.



(d) Do as directed : **(any five)**  $1 \times 5 = 5$

(i) One who is outspoken and outgoing. (*Express in one word*)

(ii) Give synonyms of 'digest' and 'amiable'.

(iii) Give antonyms of 'dispute' and 'profound'.

(iv) Supply appropriate suffixes of imagine, improve.

(v) The commander said, "Run fast."  
(*Change the narration*)

(vi) This blue coat is mine which I purchased last month.

(*Make it a simple sentence*)

4. (a) Answer **any two** of the following :

$10 \times 2 = 20$

(i) Explain 7C's of communication in detail.

(ii) Explain different parts of a formal report.



(iii) What is oral presentation ? Explain the principles of effective oral presentation/communication.

(iv) What is formal communication ? Write 4 (*four*) each advantages and disadvantages of formal communication.

(v) Explain different types of listening skills.

(b) Answer ***any four*** of the following :

5×4=20

(i) Draft a job application letter for the post of an Accountant. Prepare a resumé to suit the matter mentioned.

(ii) Draft a memo to your Assistant Manager for neglecting duties at office hour.

(iii) Draft a circular letter announcing the appointment of new branch manager of your office. (Invent necessary details)



- (iv) Being a proprietor of Good Luck Cafe, Guwahati, draft an order letter for purchasing 200 pairs of wooden tables and chairs.
  - (v) Draft an enquiry letter to a computer centre seeking information about the various computer courses that they have advertised in the local newspaper.
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