

Total number of printed pages-7

47 (BBA-1) BUCM (N)

2021

(Held in 2022)

BUSINESS COMMUNICATION

Paper : BBA-A.E-1014

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) The colour 'green' is the most soothing
colour and so hospitals often use green
curtains to relax patients.

(b) For the majority of people,
communication only refers to
interaction with people, but the truth
is that we interact within ourselves too.

(c) Quotation letters are written by the
buying party.

(d) The first slide of a PowerPoint
presentation can be the title of the
presentation.

Contd.

- (e) A nagging tone is not perceived to be annoying.
- (f) Being empathetic and non-judgemental are components of emotional intelligence.
- (g) Attention line helps in directing the letter to the right person, position, title or department.
- (h) Speak only in turn in group discussion.
- (i) Too much information is as bad as too little because it reduces the receiver's ability to concentrate on the most important message.
- (j) Always write in a specialized, technical or complex language.
- (k) The process of communication begins with the conceptualisation of the message.
- (l) Listening is not a skill.

2. Answer **any five** of the following questions:

2×5=10

- (a) Write *two* steps you would take before beginning to speak.

- (b) Briefly write on upward communication. Give an example of upward communication.
- (c) What is a circular ?
- (d) Discuss communication through social media.
- (e) What are the most important items that must be mentioned in an agenda for a meeting ?
- (f) Discuss grapevine as a mode of communication.

3. Answer the following : 5×4=20

(a) Correct *any five* of the following : 1×5=5

- (i) Houses built in Delhi costs less than those in Guwahati.
- (ii) I will eat rice for dinner.
- (iii) Everybody must write their own answer.
- (iv) Women's cricket match got delayed due to rain.
- (v) Since your going out, take the key with you.

(vi) Its a very warm day today.

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

(i) Sunny is a mischeivous boy.

(ii) What a wierd thing to happen.

(iii) Brocoli can be used in salads.

(iv) That is a succint speech.

(v) The kechup bottles are displayed in that section.

(vi) I have to vaccum my room on Sunday.

(c) Correct *any five* of the following as directed : (Correct the wrong word in each sentence) $1 \times 5 = 5$

(i) She skinned the pages of the book and decided to buy it.

(ii) I wanted to discuss the matter farther but I couldn't.

(iii) We could take anyway to get to Tejpur.

(iv) My friend is trying to loose weight.

(v) The people rose up in revolting against drug addiction.

(vi) War has an averse effect on development.

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

(i) A period when a market's prices are going up. (*Express in one word*)

(ii) Officially registered name, symbol or logo used to represent a product or firm. (*Express in one word*)

(iii) Give the synonym of buy and launch.

(iv) Give the antonym of random and professional.

(v) Only my mother will travel to Jaipur.

(*Turn into negative sentence*)

(vi) Nina asked Tina how was she doing. (*Turn into active voice*)

(vii) Don't you know this is a one-way street ?

(*Turn into an assertive sentence*)

(viii) Make a sentence using 'get down to business'.

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

10×2=20

- (i) What are the barriers of communication ? Discuss organizational barriers and semantic barriers with especial attention.
- (ii) Write on the importance of interpersonal and intrapersonal communication skills to become an improved personality.
- (iii) What are verbal and non-verbal communication ? Write in body language and para language.
- (iv) What are the principles of effective communication or the 7c's of communication ? Discuss.
- (v) What are different sections of a formal report ? Briefly write on the sections 'Findings' and 'Conclusions'. You can use your own example to illustrate these two sections.

(b) Answer *any two* of the following :
10×2=20

- (i) What is a résumé ? Imagine you are a candidate for a job position and write your 'objectives', 'educational qualification' and 'skill profile'.
- (ii) What do you mean by a memo ? Write a memo to be issued within the office to stop electricity misuse.
- (iii) Write a reply to a complaint you received from a customer regarding delivery of damaged 'Hammer Flasks' in a consignment of 250 flasks.
- (iv) Write a letter of enquiry to the manufacturer of floor tiles, India Mart, asking about their prices, colours, sizes. Ask for a brochure and also ask the terms of payment inclusive of delivery charges.
- (v) What is a PowerPoint presentation ? Write the steps you will take to make a demographic assessment of your audience.