

UG (FYUP) Semester-End Final Exams-2023

B.COM 1st Semester (SEC-1/BCM)

BUSINESS COMMUNICATION

Full Marks: 37.5

Pass Mark: 15

Time: 2 Hours

(Figures in the right hand margin indicate marks)

(OBJECTIVE TYPE)

Q.1 Choose the correct answer (15 x 0.5=7.5)

- I. The word communication is derived from the Latin word
 - a) Communis
 - b) Communication
 - c) Competition
- II. In one-way communication, there is
 - a) no feedback
 - b) no Audience
 - c) no information
- III. Encoding means
 - a) Putting the meaning of the message into appropriate words symbol or gestures.
 - b) Attaching meaning to the message.
 - c) Explanation or affirmation of the message
- IV. Corporate communication is
 - a) Multidimensional in nature
 - b) Continuous in nature.
 - c) All of the above

(PTO)

- V. Formal communication is designed to ensure
- uniformity in dissemination of information
 - basis of hierarchy and accountability
 - delegation of task in communication
- VI. Grapevine communication is
- Formal communication
 - Informal communication
 - None of the above
- VII. Essentials of good business writing is
- Compact and Versatile
 - Unity and Clarity
 - Logical and well knit
- VIII. Sales letters are part of
- Enterprising businessman
 - Publicity and advertisement campaign
 - Final series of letter
- XI. Memos are used for
- determining the audience
 - essential information
 - identifying the purpose of writing
- X. Teleconferencing is
- Communication through keyboard terminals
 - Interactive group communication
 - Complex interpersonal communication
- XI. Public Communication involves
- Interpersonal communication
 - Communicating to the public at large through media
 - Speech by one person to a large group.

- XII. Non-Verbal communication means
- Conducive and creative communication
 - Communication through spoken and written words.
 - Transmission of message through body language, eye-contact, silence, etc.
- XIII. One of the products of globalization is
- Cultural background and scope for expansion
 - Cultural interactions and quotes market shares.
 - Cultural diversity and challenges of the diversity
- XIV. SMS stands for
- Short Message System
 - Simple Message System
 - Short Message Service
- XV. Which is not a part of formal communications?
- Meetings
 - Circulars
 - Gossip

Q.2 Answer any five in brief.

(5X1 = 5)

- What is communication?
- Define two way communication.
- State one advantage of non-verbal communication.
- What is corporate communication?
- List the 4-S's of effective communication.
- What is seminar?
- What is memo?

(PTO)

(DESCRIPTIVE TYPE)

Answer any five of the following questions: (5 X 5 = 25)

1. What are the various objectives of communication ?
2. Differentiate formal and informal communication.
3. What is Mass Communication?
4. What is audience analysis? List two types of audience.
5. Write the features of grapevine communication.
6. Explain semantic barriers?
7. Discuss the steps in effective writing.
8. What is Business Letter? How can it be made effective?
9. List out some steps to overcome nervousness in public speaking.
10. What are the common barriers in cross cultural interaction?
