2024

(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) Discuss the importance of communication.

conferencing? 70 its advantages and

- (b) What do you mean by verbal and non-verbal communication? Discuss the advantages and problems of verbal and non-verbal communication. 2+7=9
- 2. (a) What do you mean by corporate communication? Explain the features and objectives of corporate communication. 1+4+4=9

(Turn Over)

Bg/BC-601

3.

Or

	Ol and the second secon
(b)	What is seminar? How seminar can be made more effective?
(a)	What is writing skill? Elaborate essentials of good business writings.
	(Business Coronnaication)
(b)	Discuss the various parts of business letters.
(a)	What do you mean by business report? Explain the essentials of a good business report. 1+8=9
(b)	Explain the strategies that should be followed to deliver speech in effective way.
and a thu	What do you mean by video conferencing? Write advantages and disadvantages of video conferencing. 1+4+4=9 Or The State of the Conference
(b)	Write the meaning of E-mail. Explain characteristics of successful E-mail messages. What are the advantages of

1+4+4=9

(d) Shareholders neck 2 0 2 nnual report to know

121

(c) Which wing most and the state of the corporate co (6th Semester)

COMMERCE (e) The fax machine can store the message in

Paper: BC-601

(iv) Correspondence with governmensessm (Business Communication)

(PART : A—OBJECTIVE)

2. Choose the correct answer and place its code in the

or =01x1 (i) within (Marks: 25) beliver g standard

The figures in the margin indicate full marks for the questions

- 1. Indicate whether the following statements are True (T) or False (F) by putting a Tick (1) mark: 1×5=5
 - (a) The word communication has been derived from the Latin Word 'Communis'.

(iii) detaching

fii) Face-to-face talk

Which one of the following oistignon, verbal The secretary to the minister acts as gatekeeper audience. parts of published and oblive thement

(c) Writing skill contributes to one's success in any profession or business. (iii) Collection letters

(7 (v)T Tody posture

Bc/BC-601/650

(d) Shareholders need the annual report to know the state of affairs of the company.	
(T / F)	
(e) The fax machine can store the message in memory if there is no paper for printing the message. (T / F)	
(PART: A-OBJECTIVE)	
Choose the correct answer and place its code in the brackets provided: 22 22 22 20 1×10=10	
(a) Decoding means meaning to the message.	
(i) attaching	
(iii) putting date an wolld and radied was about 1 (iii) detaching (iii) detaching (iv) None of the above to brow [at 1]	
CF \ FO	
(b) Which one of the following is non-verbal communication?	
(i) Video conferencing	
(ii) Face-to-face talk	
(c) Writing skill contributes to one's success in any profession or business	
(iv) Body posture	

			lai
Pagent.	Varicet reports	(F)	
	Mellios		
(ii)	E-IIIali		
	Fax	0	1
(iv)	Correspondence with government	(02)]
Info	rmal communication takes place owing prescribed and planned ne	rimpal t	he
1,000	Lipport	s (ii)	
	peecn	(iii) s	
, ,	or unc apove	(iv) A	
(111)	both outside and within	Whidb	1
(iv)	None of the above	comin	1
	siness letters?		of
(i)	Heading	er (a)	
(ii)	Date	(iii) S	
(iii)	Signature	(iv) N	
(iv)	communication is commun	1	1
	are parts of publicity and adve	ertisem	ent
can			
(i)	Sales letters	(ii) Br	
(ii)	Request letters		
	IIICAL	Lt (m)	
	Loftling above	(iv) Al	1
	corp (i) (ii) (iii) (iv) Info follo cha (i) (ii) (iii) (iv) Wh bus (i) (iii) (iv) car (ii) (iii) (iii)	corporate communication? (i) Memos (ii) E-mail (iii) Fax (iv) Correspondence with government Informal communication takes place following prescribed and planned nethannel. (i) within (ii) outside (iii) both outside and within (iv) None of the above Which one of the following is not business letters? (i) Heading (ii) Date (iii) Signature (iv) Bibliography — are parts of publicity and adversampaign. (i) Sales letters (ii) Request letters (iii) Collection letters	(ii) E-mail (iii) Fax (iv) Correspondence with government [Informal communication takes placet following prescribed and planned network channel. (i) within (ii) outside (iii) both outside and within (iv) None of the above [Which one of the following is not parts business letters? (i) Heading (ii) Date (iii) Signature (iv) Bibliography [are parts of publicity and advertisem campaign. (i) Sales letters (ii) Request letters (iii) Collection letters

Bc/BC-601/650

Bc/BC-601

(g)	n St	are reports that	convey the a	ctivities of	the
	ma	corporate	(2)		
	(i)	Market reports		(i) Memo	
	(ii)	Business reports		(ii) E-ma	
		Press reports		Zan Post	
	(iv)	Progress reports	spondence w	(iu) Corre]
	Eve	ery successful an	d effective	presentati	ion
10	(i)	strategy and stru	cture	following	
	(ii)	support		channel.	
br	(iii)	speech		mmw fil 1	
	(iv)	All of the above	ac outside and	(ii) poutsi]
(i)	Wh	ich one of the follownmunication?	ing is not m	odern form	of
10	(i)	Videoconferencing			(e)
	(ii)	E-mail	letters?		
	(iii)	SMS		(f) Head	
		Newspapers	ature		1
(i)		communication	n is cor	nmunicatio	bal
torn	occi	arring across differ	ent cultures.		
3110	(i)	Multicultural	ALS	campaigr	(1)
	(ii)	Business	s letters	(i) Sale	
	(iii)	Political	uest letters		
	(iv)	All of the charre	ection letters wasive letter]

3. Write short notes on the following: 2×5=10

(a) Rumours

Bc/BC-601/650

(b)	Secondary	Audience	tine	don	ento		nofie	iter	τW	.1
-----	-----------	----------	------	-----	------	--	-------	------	----	----

(i) Market reports

(a) Rumours

- (ii) Business reports
- (iii) Press reports
- (iv) Progress reports
- (h) Every successful and core resentation
 - (i) strategy and structure
 - (a) support
 - (iii) speech
 - (iv) All of the above
- (i) Which one of the following is seek it when form of communication?
 - (i) Videoconferencing
 - (ii) E-mail
 - (iii) SMS
 - (to) Newspapers
- (f) _____ communication is communication occurring across different cultures.
 - (i) Multicultural
 - (E) Business
 - (iii) Political
 - (iv) All of the above

(c) Memos

(d) Oral Presentation

Bc/BC-601/650

Bc/BC-601/650

(d) Oral Presentation

(c) Memos

(e) SMS

**