2022

(6th Semester)

COMMERCE

Paper: BC-601

(Business Communication)

(PART : A—OBJECTIVE)

(Marks: 25)

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 (\checkmark) mark: $1 \times 5 = 5$
 - (a) Audience is center to the communication process.

(T / F)

(b) The strength of the message emerges from the authenticity and credibility of the communication.

(T / F)

(c) Memo is an expensive means of communication.

(T / F)

	(d)	Preface is a list of technical terms from the writer to the reader.			
		(T)	/ F)		
	(e)	Licensing is one of the ways of entering for market without capital requirement.	oreign		
		(T)	/ F)		
2.	Choose the correct answer and place its code in the brackets provided: 1×10=10				
	(a)	Communication among two or more persons is known as			
		(i) intrapersonal communication			
		(ii) formal communication			
		(iii) interpersonal communication			
		(iv) mass communication]		
	(b) One of the most widely used communication models is SMCR Model developed by				
		(i) Claude Shannon			
		(ii) Berlo			
		(iii) Harold Lasswell			
		(iv) Jay A. Conger	1		

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(c)		genial and healthy c		n			
	envi	ironment is essential to ensur					
	(i)	completeness of communication					
	(ii)	effectiveness of communication					
	(iii)	speedy and spontaneous	•	7			
	(iv)	All of the above	L]			
(d)	Whi	ch one of the following is n	ot the 4Ss o	of			
	effective communication?						
	(i)	Shortness					
	(ii)	Simplicity					
	(iii)	Strength	_				
	(iv)	Spontaneous	Ĺ				
(e)		se letters are written when the		ot			
(e)	reac	ly to comply with the request		ot			
(e)	reac			ot			
(e)	reac (i) (ii)	ly to comply with the request Request letters		ot			
(e)	reac (i) (ii) (iii)	ly to comply with the request Request letters Good news letters]			
(e)	(i) (ii) (iii) (iv) Belo	ly to comply with the request Request letters Good news letters Persuasive letters	[nation of th]			
	(i) (ii) (iii) (iv) Belo seno which	dy to comply with the request Request letters Good news letters Persuasive letters Bad news letters ow the name and the designer, the sender of the letter put	[nation of th]			
	(i) (ii) (iii) (iv) Belo send which (i)	Request letters Good news letters Persuasive letters Bad news letters ow the name and the designer, the sender of the letter putch is called	[nation of th]			
	(i) (ii) (iii) (iv) Belo send while (ii) (ii)	Request letters Good news letters Persuasive letters Bad news letters ow the name and the designer, the sender of the letter putch is called signatures	[nation of th]			

 (g) In which presentation, the swithout interruption and an questions of audience at the en (i) Guided discussions (ii) Monologue presentations (iii) Sales presentations (iv) Visuals presentations 	swers d?	all the
 (h) Albert Mehrabian found that the non-verbal in a message is (i) 38% 	total im	pact of
(ii) 55%		
(iii) 40%		
(iv) 58%	Г	7
(i) m	L]
(i) The full form of EMS is		
(i) Enhanced Messaging Service		
(ii) Evaluating Messaging Service		
(iii) Easy Messaging Service		
(iv) None of the above		
	L	1
(j) Documents used by the importers promise to pay the amount to the known as	bank a	as a er is
(i) Bill of Lading		
(ii) Bill of Exchange		
(iii) Letter of Credit		
(iv) Certificate of Origin	_	
or Origin	L	1
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3. Write short notes on the following:

2×5=10

(a) Communication Model

(b) Grapevine

(c) MEMOS

(d) Market Reports

(9)

(e) Teleconferencing

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2022

(6th Semester)

COMMERCE

Paper: BC-601

(Business Communication)

Full Marks: 70 Pass Marks: 45%

Time: 3 hours

(PART : B-DESCRIPTIVE)

(Marks: 45)

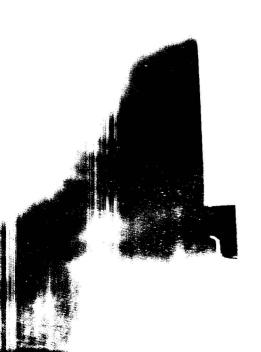
The figures in the margin indicate full marks for the questions

1. (a) Discuss briefly the importance of communication.

Or

- (b) Discuss the various forms of communication.
- 2. (a) What is group communication? How can it be made effective? 3+6=9

22L/366a (Turn Over)



In the same

(2)

Or

- (b) Explain briefly the physical and organizational barriers of communication.
- 3. (a) What are the essentials of good business writing? Discuss briefly the various steps in effective writing. 3+6=9

Or

- (h) What are the various types of business letters? Briefly discuss the parts of business letters. 3+6=9
- **4.** (a) What is presentation? Discuss the role of visuals in presentation. 2+7=9

Or

- (b) Discuss the various strategies for planning and preparation of effective speech
- 5. (a) Discuss the ways of handling written communication in international situation.

Or

(b) What s video conferencing? Discuss its advantages and disadvantages. 2+7=9

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To be filled

BA BS

6th So

Subject

Papir

Q

INSTR

- 1. The Books quoted as descript as versa
- 2. This pape and supp of the Examinat
- booklet

 wrong

 answer

 if require

 the man

 given

 follower

Sign Scru

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