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( 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 (✓) mark : 1×5=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 foreign market without capital requirement.

( 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 [      ]

- (c) Congenial and healthy communication environment is essential to ensure the
- (i) completeness of communication
  - (ii) effectiveness of communication
  - (iii) speedy and spontaneous
  - (iv) All of the above [       ]
- (d) Which one of the following is not the 4Ss of effective communication?
- (i) Shortness
  - (ii) Simplicity
  - (iii) Strength
  - (iv) Spontaneous [       ]
- (e) These letters are written when the reader is not ready to comply with the request.
- (i) Request letters
  - (ii) Good news letters
  - (iii) Persuasive letters
  - (iv) Bad news letters [       ]
- (f) Below the name and the designation of the sender, the sender of the letter puts his initials, which is called
- (i) signatures
  - (ii) enclosures
  - (iii) reference initials
  - (iv) salutations [       ]

(g) In which presentation, the speaker speaks without interruption and answers all the questions of audience at the end?

- (i) Guided discussions
- (ii) Monologue presentations
- (iii) Sales presentations
- (iv) Visuals presentations

[      ]

(h) Albert Mehrabian found that the total impact of non-verbal in a message is

- (i) 38%
- (ii) 55%
- (iii) 40%
- (iv) 58%

[      ]

(i) The full form of EMS is

- (i) Enhanced Messaging Service
- (ii) Evaluating Messaging Service
- (iii) Easy Messaging Service
- (iv) None of the above

[      ]

(j) Documents used by the importers bank as a promise to pay the amount to the exporter is known as

- (i) Bill of Lading
- (ii) Bill of Exchange
- (iii) Letter of Credit
- (iv) Certificate of Origin

[      ]

( 5 )

3. Write short notes on the following :

2×5=10

(a) Communication Model



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( 6 )

(b) Grapevine

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( 7 )

(c) MEMOS

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( 8 )

(d) Market Reports

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( 9 )

(e) Teleconferencing

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**2 0 2 2**  
( 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. 9

Or

(b) Discuss the various forms of communication. 9

2. (a) What is group communication? How can it be made effective? 3+6=9

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( Turn Over )



To be filled in

( 2 )

Or

- (b) Explain briefly the physical and organizational barriers of communication. 9

3. (a) What are the essentials of good business writing? Discuss briefly the various steps in effective writing. 3+6=9

Or

- (b) 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. 9

5. (a) Discuss the ways of handling written communication in international situation. 9

Or

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

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BA / BSc  
6th Sem  
Examination  
Subject  
Paper

INSTRUCTIONS

1. The Booklet quoted is to be read and described in reverse.
2. This paper and subject of the Examination.
3. Whole answer booklet writing answer if required the marks given in the following only.

Signature  
Scrutiny