

Bc/BC-601

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(6th Semester)

COMMERCE

Paper : BC-601

(Business Communication)

Full Marks : 70

Pass Marks : 45%

Time : 3 hours

(PART : B—DESCRIPTIVE)

(Marks : 45)

The questions are of equal value

1. (a) What is communication model? Explain David Berlo's model of communication.

Or

- (b) What are the various objectives of communication? Explain them briefly.

2. (a) What do you mean by communication networks? Explain various networks in brief.

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(Turn Over)

(2)

Or

- (b) What is grapevine communication? What are the advantages and disadvantages of grapevine communication?
3. (a) What are sales letters? Discuss the parts of a sales letter.

Or

- (b) What is memo? Discuss how to write effective memos.
4. (a) Draft a report by management consultant on controlling raw material cost.

Or

- (b) Discuss the various factors affecting presentation.
5. (a) Discuss the various modern means of communication.

Or

- (b) Discuss the factors influencing interaction in cross-cultural communication.

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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) People forcefully resist change when they are
forced to change.

(T / F)

(b) The response of corporate communication is not
immediate.

(T / F)

(c) Business writing does not involve long process of
introspection.

(T / F)

(2)

(d) Bull is a person who buys shares with hope to sell them at higher prices.

(T / F)

(e) A strong pumping handshake is considered uncultured in France.

(T / F)

2. Choose the correct answer and place its code in the brackets provided : 1×10=10

(a) Which among the following is not a basic concept of David Berlo's SMCR model?

(i) Source

(ii) Message

(iii) Giver

(iv) Receiver

[]

(b) To analyze business communication problems, PAIBOC Question is used, here 'P' stands for

(i) People

(ii) Problem

(iii) Possibility

(iv) Purpose

[]

(3)

(c) Problems in the process of encoding and decoding a message is called _____ barriers.

- (i) semantic
- (ii) physical
- (iii) organizational
- (iv) psychological []

(d) Dramatization of the actual interview is

- (i) seminar
- (ii) mock interview
- (iii) group discussion
- (iv) symposium []

(e) In accounting term, LIFO and FIFO are

- (i) short term
- (ii) positive term
- (iii) technical term
- (iv) None of the above []

(f) Writer design the message in such a way that will change the mental filter of the

- (i) audience
- (ii) writer
- (iii) receiver
- (iv) sender []

(g) Reports submitted by individual like Auditor, Manager and Secretary are called

(i) individual reports

(ii) auditor reports

(iii) committee reports

(iv) company reports []

(h) Which part of the report can be omitted by reader without any loss of understanding of the content?

(i) Introduction

(ii) Analysis

(iii) References

(iv) Appendix []

(i) Acronym of GSM is

(i) Global Server Management

(ii) Global System for Mobiles

(iii) Gross Server Management

(iv) Gross System for Mobiles []

(j) Loud conversation and any form of boisterousness in public places should be avoided in which country?

(i) France

(ii) India

(iii) China

(iv) UK []

(5)

3. Write short notes on the following :

2×5=10

(a) Total Quality Management

(6)

(b) Gatekeeper audience

(7)

(c) Bad newsletters

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(8)

(d) Press report

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(9)

(e) Advantages of fax

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