



UG Semester-End Final Exams-2025

Date: 29 November 2025

BCOM 1st Semester (SEC)

BUSINESS COMMUNICATION

Full Marks: 37.5

Pass Mark: 15

Time: 2 Hours

Part-I Multiple Choice Questions (15 X 0.5 = 7.5)

1. Which of the following is not a basic form of communication?
 - a) Verbal communication
 - b) Non-verbal communication
 - c) Visual communication
 - d) Emotional communication
2. A barrier to effective communication can be:
 - a) Clear message
 - b) Poor listening
 - c) Feedback
 - d) Proper channel.
3. Semantic barriers are concerned with problems of
 - a) using hard words
 - b) noisy atmosphere
 - c) formal and informal ways
 - d) All of the above
4. Communication among two or more persons is known as
 - a) interpersonal communication
 - b) formal communication
 - c) intrapersonal communication
 - d) mass communication

(PTO)

5. Communication is complete only when the receiver
- a) give opinion
 - b) reveal their ignorance
 - c) understand the message
 - d) never disclose facts

6. Seminars are organized to:
- a) Provide formal training on various topics
 - b) Replace business meetings
 - c) Only improve public speaking skills
 - d) Serve as casual group discussions

7. Effective communication means:
- a) Using difficult words
 - b) Quick transmission of message
 - c) Clear understanding between sender and receiver
 - d) Sending messages frequently

8. The grapevine is a form of
- a) Formal communication
 - b) Informal communication
 - c) Written communication
 - d) Non-verbal communication

9. The main goal of corporate communication is to:
- a) Entertain employees
 - b) Build a company's internal and external relationships
 - c) Hide information
 - d) All of the above

10. The first step in writing a business message is:
- a) Drafting
 - b) Planning
 - c) Sending
 - d) Proofreading

11. A memorandum (memo) is used for:
- a) External communication
 - b) Internal communication
 - c) Advertising
 - d) Public relations

12. A persuasive letter is written to:
- a) Refuse a request
 - b) Convince or influence the reader
 - c) Inform about a meeting
 - d) Complain

13. A sales letter aims to:
- a) Demand payment
 - b) Promote a product or service
 - c) Announce an event
 - d) All of the above

14. The principle of oral presentation emphasizes:
- a) Reading from slides only
 - b) Clarity, confidence, and interaction
 - c) Memorization
 - d) Speaking fast

15. One of the key factors affecting presentation is:
- a) Audience interest
 - b) Background music
 - c) Room color
 - d) Dress code only

Part-II Write a short note on the following

(5 X 1 = 5)

- 1) Interpersonal communication
- 2) Semantic barrier
- 3) Informal communication
- 4) Formal report format
- 5) MOCK interview

(PTO)

Part-III Descriptive Category Questions (5 X 5 = 25)

(Answer any five of the following)

- 1) Explain the features of business communication
- 2) What are the 7 C's of effective communication?
- 3) What is Grapevine communication? Discuss its advantages and disadvantages?
- 4) What are the organisational barriers of communication?
- 5) What is collecting letter? Explain its process?
- 6) What is Office Memorandum? What are the formats of Office Memorandum?
- 7) What are the key components of formal report format?

Part-II Write a short note on the following (2 X 5 = 10)

10. The first step in writing a business message is:
a) Drafting
b) Planning
c) Sending
d) Proofreading

11. A memorandum (memo) is used for:
a) External communication
b) Internal communication
c) Advertising
d) Public relations

(PTO)