

PART : B – DESCRIPTIVE

III. Answer the following questions. (5x5=25)

1. a) What are the factors affecting presentation?
Or
b) What are the characteristics of a good speech?
2. a) What are some of the essentials of good business report?
Or
b) Explain the different type of Reports?
3. a) Mention some of the tips to overcome nervousness in public speaking?
Or
b) Discuss the strategies to overcome negative attitudes in a culturally diverse workforce?
4. a) Draft a Memo by managing director to manager for customer's complaint?
Or
b) Draft a Sales letter to your existing customer informing about a lunch of a new product?
5. a) Discuss briefly the importance of communication?
Or
b) Discuss the various forms of Communication?

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2024

(FYUGP)

(1st Semester)

BA/B.COM

Paper Code : SEC-1

(Business Communication)Full Marks : 37.5Pass Marks : 40%

Time: 2 Hours

*The figures in the margin indicate full marks
for the questions.*

PART : A – OBJECTIVE

I. Multiple choice questions: (½ x15=7½)

1. Which is not a feature of communication?
a) Continuous process b) Universal
c) One way traffic c) Social process
2. Encoding→Channel→Receiver→ ?
a) Feedback b) Decoding
c) Sender c) Message
3. In which form of communication there is no feedback?
a) One way communication
b) Two way communication
c) Interpersonal communication
c) Group communication

(2)

4. 65% of human communication is through?
 - a) Non verbal
 - b) Written
 - c) Spoken
 - d) Interpersonal
5. SMCR Model was developed by?
 - a) Shannon
 - b) Weaver
 - c) David Berlo
 - d) Claude
6. Audience that has the power to stop the sender's message?
 - a) Initial Audience
 - b) Secondary Audience
 - c) Watchdog Audience
 - d) Gatekeeper Audience
7. Which is not a disadvantage of informal communication?
 - a) Misleading
 - b) Distortion
 - c) No responsibility
 - d) speedy and spontaneous
8. Poor Vocabulary is a barrier?
 - a) Semantic
 - b) physical
 - c) Organizational
 - d) psychological
9. What is the full form of SMS?
 - a) Shared Message Services
 - b) Short Message Services
 - c) Simple Message Services
 - d) Simple Message Services
10. What is a memo?
 - a) It is a sales letter
 - b) It is a clear, concise short note
 - c) It is a trade document
 - d) It is a persuasive message
11. Define cosmopolitanism?
 - a) Someone who lives like a hermit
 - b) He/she is the head of a city
 - c) Someone who considers himself/herself as the citizen of the world.
 - d) Someone who lives in a big city

(Continued)

(3)

12. What is the purpose of a presentation?
 - a) To inform
 - b) To build goodwill
 - c) To persuade
 - d) All the three
 13. Which is not a characteristic of a good speech?
 - a) Clarity and not vague
 - b) Interesting and appealing
 - c) Lengthy with no personal touch
 - d) Convey concrete facts
 14. Which is not a feature of a business report?
 - a) Orderly
 - b) Objective
 - c) Factual information
 - d) No brevity
 15. What is a monologue presentation?
 - a) Presentation for only two or three persons
 - b) Presentation where only the speaker is present in a room
 - c) It is a dialogue between two individuals
 - d) None of the above
- II. Answer **any five** of the following questions. (1x5=5)
1. What is the meaning of 'Brevity' in a business report?
 2. Mention two strategies to overcome barriers in a culturally diverse workforce setting?
 3. What is multicultural communication?
 4. What is 'Ethnocentrism'?
 5. Mention one advantage of both Verbal and Non verbal communication?
 6. What is Audience Analysis?
 7. Define Grapevine communication?
 8. What is Mock Interview?

(Turn Over)