

2019

(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) Briefly explain all types of audience. 9

**2. (a) What do you mean by corporate
communication? Explain the objective of
corporate communication. 3+6=9**

(2)

Or

(b) What do you mean by communication network? Explain advantage and disadvantage of formal and informal communication. 1+4+4=9

3. (a) What do you mean by writing skill? Discuss essentials of good business writing. 2+7=9

Or

(b) Draft a request letter asking for price of a computer with the help of following information given below : 9

Computer Specification	Vender
• Process-Intel i7	Guwahati Computers
• Hard disk 500 GB	Patan bazar, Guwahati,
• DVD drive	Assam
• LED monitor 19.5	
• Memory 2 GB Ram	Buyer
• Modem	Registrar
	Nagaland University
	Lumami, Nagaland

4. (a) Discuss essentials of good business report. 9

(3)

Or

(b) Discuss in brief the structure of a business report. 9

5. (a) Write advantages and limitation of e-mail. 9

Or

(b) Discuss personal competencies for establishing cross-cultural relationships. 9

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COMMERCE

Paper : BC-601

(**Business Communication**)

(PART : A—OBJECTIVE)

(Marks : 25)

The figures in the margin indicate full marks for the questions

Answer **all** questions

1. State whether the following statements are *True (T)* or *False (F)* by putting a Tick (✓) mark in the brackets provided : 1×5=5

(a) Communication is not complete unless the receiver understands the message.

(T / F)

(b) Advice usually flows horizontally or downwards.

(T / F)

(c) Channel stands for the medium in which the message reaches the receiver.

(T / F)

(d) Audience is centre to the communication process.

(T / F)

(e) Memo is abbreviation of word memorandum.

(T / F)

2. Put a Tick (✓) mark against the correct answer in the brackets provided : 1×10=10

(a) Communication is important for the organizations, because

(i) it helps business to work efficiently ()

(ii) it helps to build human relations ()

(iii) it ensures job satisfaction and enrichment ()

(iv) All of the above ()

(b) Which one is not physical barriers of communication?

(i) Noise ()

(ii) Improper time ()

(iii) Distance ()

(iv) Poor vocabulary ()

(c) Parts of business letters are

(i) heading ()

(ii) inside address ()

(iii) body ()

(iv) All of the above ()

(d) Which one is not component of 'press report'?

(i) Factual accuracy ()

(ii) Interesting to reader ()

(iii) Brevity ()

(iv) Bibliography ()

(e) Which one is not visual element for good delivery of presentation?

- (i) Dress up effectively to look smart ()
- (ii) Be confident and authoritative in your look ()
- (iii) Stand upright ()
- (iv) Use active voice ()

(f) The most important goal of business communication is

- (i) favourable relationship between sender and receiver ()
- (ii) organizational goodwill ()
- (iii) receiver response ()
- (iv) receiver understanding ()

(g) The formal greetings with which a business letter begins is called

- (i) reference ()
- (ii) salutation ()
- (iii) subject ()
- (iv) introduction ()

(h) Which among the following is not one of the 7 c's of communication?

- (i) Conciseness ()
- (ii) Correctness ()
- (iii) Clarity ()
- (iv) Creativeness ()

(i) Which of the following is a correct dateline for a business letter?

- (i) March, 10, 2018 ()
- (ii) 10 March, 2018 ()
- (iii) March 10, 2018 ()
- (iv) Mar 10, 2018 ()

(j) The primary purpose of report is

- (i) to control problems, sell products and services ()
- (ii) to analyze problems and predict practical alternatives ()
- (iii) to monitor and control production, sales, shipping, etc. ()
- (iv) to solve problems and supply facts ()

3. Write short notes on the following :

2x5=10

(a) Advice

(b) Formal Communication

(c) Rumours

(d) Business Report

(e) Globalization

(c) Rumours

(d) Business Report
