

2024

(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 the importance of communication. 9
- Or
- (b) What do you mean by verbal and non-verbal communication? Discuss the advantages and problems of verbal and non-verbal communication. 2+7=9
2. (a) What do you mean by corporate communication? Explain the features and objectives of corporate communication. 1+4+4=9

(2)

Or

- (b) What is seminar? How seminar can be made more effective? 9
3. (a) What is writing skill? Elaborate essentials of good business writings. 3+6=9

Or

- (b) Discuss the various parts of business letters. 9
4. (a) What do you mean by business report? Explain the essentials of a good business report. 1+8=9

Or

- (b) Explain the strategies that should be followed to deliver speech in effective way. 9
5. (a) What do you mean by video conferencing? Write advantages and disadvantages of video conferencing. 1+4+4=9

Or

- (b) Write the meaning of E-mail. Explain characteristics of successful E-mail messages. What are the advantages of E-mail? 1+5+3=9

2024

(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) The word communication has been derived from the Latin Word 'Communis'.

(T / F)

(b) The secretary to the minister acts as gatekeeper audience.

(T / F)

(c) Writing skill contributes to one's success in any profession or business.

(T / F)

(d) Shareholders need the annual report to know the state of affairs of the company.

(T / F)

(e) The fax machine can store the message in memory if there is no paper for printing the message.

(T / F)

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

(a) Decoding means _____ meaning to the message.

(i) attaching

(ii) putting

(iii) detaching

(iv) None of the above

[]

(b) Which one of the following is non-verbal communication?

(i) Video conferencing

(ii) Face-to-face talk

(iii) Telephonic talk

(iv) Body posture

[]

(c) Which one of the following is **not** external corporate communication?

- (i) Memos
- (ii) E-mail
- (iii) Fax
- (iv) Correspondence with government []

(d) Informal communication takes place _____ the following prescribed and planned network or channel.

- (i) within
- (ii) outside
- (iii) both outside and within
- (iv) None of the above []

(e) Which one of the following is **not** parts of business letters?

- (i) Heading
- (ii) Date
- (iii) Signature
- (iv) Bibliography []

(f) _____ are parts of publicity and advertisement campaign.

- (i) Sales letters
- (ii) Request letters
- (iii) Collection letters
- (iv) Persuasive letters []

(g) _____ are reports that convey the activities of the market.

(i) Market reports

(ii) Business reports

(iii) Press reports

(iv) Progress reports

[]

(h) Every successful and effective presentation requires

(i) strategy and structure

(ii) support

(iii) speech

(iv) All of the above

[]

(i) Which one of the following is **not** modern form of communication?

(i) Videoconferencing

(ii) E-mail

(iii) SMS

(iv) Newspapers

[]

(j) _____ communication is communication occurring across different cultures.

(i) Multicultural

(ii) Business

(iii) Political

(iv) All of the above

[]

(5)

3. Write short notes on the following: $2 \times 5 = 10$

(a) Rumours

Bc/BC-601/650



(b) Secondary Audience

Bc/BC-601/650



(c) Memos

(e) SMS
