

TDC (CBCS) Odd Semester Exam., 2023

COMMERCE

(1st Semester)

Course No. : COMAECC-101T/BBAECC-101T

(Business Communication)

Full Marks : 50

Pass Marks : 20

Time : 3 hours

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

SECTION—A

**Answer *fifteen* questions as directed, selecting any
three from each Unit : 1×15=15**

UNIT—I

- 1. What is communication noise?**
- 2. What is non-verbal communication?**
- 3. What is formal communication?**

4. Whenever we make the use of words, it is
_____.

(Fill in the blank)

UNIT—II

5. What are adjustment letters?
6. What are persuasive letters?
7. Why is effective writing pre-requisite for business correspondence?
8. _____ letters are written to convey sympathy and express moral support to the other person.

(Fill in the blank)

UNIT—III

9. What are memorandums?
10. What is inter-office memo?
11. What is meant by resolution?
12. _____ is a list of items to be considered at a meeting.

(Fill in the blank)

UNIT—IV

13. What is a business report?
14. What are committee reports?
15. Name some components in prefatory part of a report.
16. _____ reports are prepared by technical experts in a specific technical area.

(Fill in the blank)

UNIT—V

17. What is meant by monologue presentation?
18. Why are audio-visuals used in communications?
19. Name two supporting materials for making communication effective.
20. _____ supplement the verbal communication.

(Fill in the blank)

(4)

SECTION—B

Answer *five* questions, selecting *one* from each
Unit : 2×5=10

UNIT—I

21. Name the elements of communication process.
22. Differentiate between oral and written communications.

UNIT—II

23. When are persuasive letters used? State any two purposes.
24. Name the different parts of a business letter.

UNIT—III

25. Differentiate between notice and agenda.
26. What are minutes of a meeting?

(5)

UNIT—IV

27. What are the importances of business report? State any two important points of business report.
28. Differentiate between statutory and non-statutory reports.

UNIT—V

29. State two advantages of PowerPoint presentation.
30. Differentiate between speech and presentation.

SECTION—C

Answer *five* questions, selecting *one* from each
Unit : 5×5=25

UNIT—I

31. Write a detailed note on the various types of communication barriers.
32. What is grapevine communication? How can it be used effectively in an organization? 1+4=5

(6)

UNIT—II

33. What are business letters? State the purpose served by a business letter. 2+3=5
34. Write an enquiry letter to IT Infotech Pvt. Ltd. asking for quotations of their computers.

UNIT—III

35. What is resume? What points should be considered for writing resume? 2+3=5
36. Draft a job application addressed to the Managing Director of Maruti Udyog Limited with reference to their advertisement in the *Hindustan Times* for the post of Sales Manager.

UNIT—IV

37. Discuss the essentials of a good business report.
38. Write a business report mentioning about the declining sales of refrigerators in LG Company.

(7)

UNIT—V

39. Why are oral communications important in business? Discuss.
40. Mention some essential characteristics of a good speech.
