

2018/TDC/ODD/BCMAEC-101T/099

TDC (CBCS) Odd Semester Exam., 2018

COMMERCE

(1st Semester)

Course No. : BCMAEC-101T

(Business Communication)

Full Marks : 50

Pass Marks : 20

Time : 3 hours

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

UNIT—I

1. Answer any *three* of the following : 1×3=3

- (a) Give one example of non-verbal communication.
- (b) Explain the terms 'encoding' and 'decoding'.
- (c) Mention the need for feedback in the process of communication.
- (d) Mention one demerit of oral communication.

2. Answer any *one* of the following :

- (a) Write diagrammatically the process of communication. 2
- (b) Mention different forms of communication. 2

3. (a) Discuss any two barriers of communication. 5

Or

- (b) Discuss the importance of communication in business.

UNIT—II

4. Answer any *three* of the following : 1×3=3

- (a) Name any two types of business letter.
- (b) Mention any two characteristics of a good business letter.
- (c) Mention any two types of complaint letters issued by buyers to seller who supplied goods to a buyer online.
- (d) Mention any two characteristics of a sales letter.

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(Continued)

5. Answer any *one* of the following :

- (a) Explain the terms 'tender' and 'quotation'. 2
- (b) Why claims and adjustment letters are written? 2

6. Answer any *one* of the following :

- (a) Submit a quotation to Assam University for sale of 20 wooden chairs from your company. Also place an order for purchase of 100 tables from APARNA COMPANY, BOMBAY. 3+2=5
- (b) Write a letter to your customers wishing 'Happy New Year—2019' and promote your new product—SHOWER MACHINE viz JHAMJHAM. 5

UNIT—III

7. Answer any *three* of the following : 1×3=3

- (a) Name any two types of meeting of a company.
- (b) Who can issue office order—Superior or Subordinate?
- (c) Mention the difference among memorandum, memoranda and memo.
- (d) Mention three stages of writing an effective memo.

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(Turn Over)

8. Answer any *one* of the following :

- (a) What is the difference between office circular and office order? 2
- (b) As a secretary of your commerce, draft a notice for calling Annual General Meeting of the Forum. 2

9. (a) Write an application for the appointment in the post of 'Accountant' in Bata Company. 5

Or

- (b) Mention the objective of preparation of resume. Mention the functions you will prioritize in your resume. 2+3=5

UNIT—IV

10. Answer any *three* of the following : 1×3=3

- (a) What is meant by 'report'?
- (b) Name any two types of reports.
- (c) Mention any two purposes of report writing.
- (d) Mention the stages of report writing.

11. Answer any *one* of the following :

- (a) "A business report should avoid the use of technical words." Comment. 2
- (b) Terms of reference facilitate report writing. Comment. 2

12. (a) Write a report on the frequency of rejection of computer printer from users, suggesting suitable remedies. 5

Or

- (b) Write a note on different types of reports.

UNIT—V

13. Answer any *three* of the following : 1×3=3

- (a) Mention one tool for researching audience for oral presentation.
- (b) Mention any two presentation skills.
- (c) Name any two charts that you can use in PowerPoint presentation.
- (d) Mention two characteristics of oral presentation.

14. Answer any *one* of the following :

(a) What are the essential elements of a presentation? 2

(b) "Speaking is an art." Discuss. 2

15. (a) Write a note on the use of visual aids in a presentation. 5

Or

(b) Discuss the importance of oral presentation.
