

TDC (CBCS) Odd Semester Exam., 2019

COMMERCE

(1st Semester)

Course No. : COMAEC-101 T

(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* from the following questions : 1×3=3

- (a) What is verbal communication?
- (b) Give one example of verbal communication.
- (c) What is linguistic barrier to communication process?
- (d) Mention one demerit of physical barrier in communication system.

(2)

2. Answer any *one* from the following questions : 2

(a) What is written communication? Give an example of written communication. 1+1=2

(b) Discuss any two features of communication. 2

3. (a) Mention the distinctions between verbal communication and non-verbal communication. 5

Or

(b) Write a brief note on cultural barriers to communication.

UNIT—II

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

(a) What is commercial correspondence?

(b) What is quotation?

(c) Define tender.

(d) What do you mean by claim?

(3)

5. Answer any *one* from the following questions : 2

(a) Give the points of distinction between tender and quotation.

(b) Write on two important steps in placing orders.

6. (a) What are the steps to be followed for good presentation? 5

Or

(b) Discuss the basic features of a sale letter.

UNIT—III

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

(a) What do you mean by agenda?

(b) Define circular.

(c) What is memo?

(d) What is meant by notice?

8. Answer any *one* from the following questions : 2

(a) Write on two advantages of interoffice memo.

(4)

(b) Give two points of distinction between agenda and minutes.

9. (a) Write an application for getting job (clerical) in a private company. 5

Or

(b) Mention the salient features of circular.

UNIT—IV

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

(a) What is business report?

(b) Mention one benefit of report in business.

(c) What is final draft?

(d) Write one advantage of drafting letter.

11. Answer any *one* from the following questions : 2

(a) Mention two important characteristics of business reports.

(b) Discuss the importance of reports in business.

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(Continued)

(5)

12. (a) Draft a report on performance appraisal of lower level managerial staffs to a middle level executive officer. 5

Or

(b) Discuss the important points to be recorded for final drafting process.

UNIT—V

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

(a) What is oral presentation?

(b) What do you mean by PowerPoint presentation?

(c) Define visual aid.

(d) Give an example of visual aid.

14. Answer any *one* from the following questions : 2

(a) Write on the significance of presentation plan.

(b) Mention two features of PowerPoint presentation.

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(Turn Over)

(6)

15. (a) Discuss the significance of visual aid in business communication. 5

Or

- (b) State the advantages of oral presentation in business decision-making process.

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