

**2022/TDC/ODD/SEM/COMAEC-101T/339**

**TDC (CBCS) Odd Semester Exam., 2022**

**COMMERCE**

**( 1st Semester )**

Course No. : COMAEC-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 questions :**

1×3=3

- (a) Define communication.
- (b) What is formal communication?
- (c) Give one example of non-verbal communication.
- (d) What is a linguistic barrier in communication?

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

- (a) Mention different forms of communication.
- (b) What are the different barriers to communication?

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3. (a) Discuss the process of business communication. 5

Or

- (b) How to overcome communication barriers in organization? Discuss briefly. 5

UNIT—II

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

- (a) Define tender.  
(b) What are adjustment letters?  
(c) What is presentation?  
(d) Mention one characteristic of a sales letter.

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

- (a) What do you mean by quotations?  
(b) Why are claims and adjustment letters written?

6. (a) What are the essentials of making business letter effective? 5

Or

- (b) What is a sales letter? Discuss the parts of a sales letter. 1+4=5

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UNIT—III

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

- (a) What are circulars?  
(b) What is a minute?  
(c) What is agenda?  
(d) What is a notice?

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

- (a) What is inter-office memo?  
(b) Differentiate between office circular and office order.

9. (a) Discuss the salient feature of a circular. 5

Or

- (b) Write an application for the post of production manager in R. Fertilizer Co. Ltd. 5

UNIT—IV

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

- (a) What is a business report?  
(b) What is final draft?  
(c) Mention the stages of report writing.  
(d) Write the formal structure of a business report.

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

- (a) Write two features of report writing.

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( Turn Over )

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- (b) Why are business reports prepared?
12. (a) Discuss the essentials of a good business report. 5
- Or
- (b) Discuss the various types of business report. 5

UNIT—V

13. Answer any *three* of the following questions : 1×3=3
- (a) What is oral presentation?
- (b) What are visual aids?
- (c) Mention any two presentation skills.
- (d) What is PowerPoint presentation?
14. Answer any *one* of the following questions : 2
- (a) Write two characteristics of oral presentation.
- (b) Name two visual aids used for presentation.
15. (a) Discuss the usefulness of oral and visual presentation. 5
- Or
- (b) What are the advantages of PowerPoint presentation? 5

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