

Total No. of Questions: 6

Total No. of Printed Pages: 3

Enrollment No.....



Faculty of Commerce / Management
End Sem (Even) Examination May-2018
CM3AE02 Business Communication /
MS3AE02 Business Communication- I

Programme: B.Com (Hons.) / BBA Branch/Specialisation:
Commerce / Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. _____ is the best-known system for transmitting informal communication? **1**
(a) The group chain (b) The grapevine
(c) The circle (d) The group affair
- ii. What are the elements in the process of communication? **1**
(a) Encoding and transmission (b) Medium and reception
(c) Decoding and feedback (d) All of these
- iii. Which of these is not a barrier to the listening process? **1**
(a) Lack of interest (b) Ego
(c) Confidence (d) Fear
- iv. Evaluative listening is successful when we _____. **1**
(a) Accurately distinguish stimuli in a message
(b) Understand the intended meaning of a message
(c) Make critical assessments of the accuracy of the facts in a message
(d) All of these
- v. Culture refers to _____. **1**
(a) Attitude (b) Rules of behavior (c) Behaviour (d) Thinking
- vi. When preparing for your presentation, what should you know? **1**
(a) Your purpose (b) Your audience
(c) Your situation (d) All of these
- vii. Modern business letters are usually written in _____. **1**
(a) Simplified style (b) Semi-block style
(c) Full-block style (d) Indented style

P.T.O.

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- viii. A memorandum (memo) is a brief form of written communication for _____ **1**
(a) Legal use (b) Formal use (c) External use (d) Internal use
- ix. What is the term for putting an existing document on the Intranet? **1**
(a) Transfer (b) Copy (c) Download (d) Upload
- x. Social Network sites use which media for communication? **1**
(a) Video (b) Audio (c) Text (d) All of these
- Q.2 i. Define the verbal and non verbal media of communication. **2**
ii. State the significance of paralanguage and kinesics of non verbal media **3**
iii. Explain some important barriers to communication and suggest some ways to overcome them **5**
- OR iv. What are the main principles of communication? What steps would you take to achieve clarity of thought and expression? **5**
- Q.3 i. Why should a businessman listen carefully and attentively? **2**
ii. Explain various types of listening. State some factors that affect active listening. **8**
- OR iii. What are the challenges of organizational communication? Suggest some ways and means to overcome those challenges. **8**
- Q.4 i. What are the ways to overcome stage fear during public speaking? **3**
ii. Based on the nature of topics how are Group Discussions classified? What are some of the traits observed during formal Group Discussion? **7**
- OR iii. What do you mean by the term 'Culture shock'? Explain briefly the intercultural competencies required for global business. **7**
- Q.5 i. Explain the importance of Agenda and Minutes in business meeting. **4**
ii. What is business correspondence? Explain the Seven-Cs of business letter writing. **6**
- OR iii. Discuss the structure of a formal report. How is Project report different from Survey report? **6**

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- Q.6 Attempt any two:
- i. Why Video Conferencing is important in business? Mention some disadvantages of it. **5**
- ii. Write a short note on **5**
(a) Social Networking
(b) Role of Fax in modern communication
- iii. What do you mean by E-mail etiquettes? State the Do's and Don'ts of E-mail writing. **5**

Marking Scheme
CM3AE02/MS3AE02 Business Communication

Q.1	i.	(b) The grapevine		1
	ii.	(d) All of these		1
	iii.	(c) Confidence		1
	iv.	(c) Make critical assessments of the accuracy of the facts in a message		1
	v.	(b) Rules of behaviour		1
	vi.	(d) All of these		1
	vii.	(c) Full-block style		1
	viii.	(d) Internal use		1
	ix.	(d) Upload		1
	x.	(d) All of these		1
Q.2	i.	Definition of verbal & non verbal with examples		2
	ii.	Importance of paralanguage	1.5 marks	3
		Kinesics of non verbal media	1.5 marks	
	iii.	Description of any three barriers with measures to overcome		5
OR	iv.	Principles/features of communication	3 Marks	5
		Clarity & thoughts	2 marks	
Q.3	i.	Importance of listening for business man		2
	ii.	Types of listening	6 marks	8
		Factors that influence active listening	2 marks	
OR	iii.	Organizational barrier	4 Marks	8
		Its Measures	4 Marks	
Q.4	i.	4P's - Practice, Planning , Preparing and Presentation		3
	ii.	Types of GD; Abstract, knowledge based controversial etc.	3 Marks	7
		All the do's and don'ts	4 marks	
OR	iii.	Cultural shock / cultural barrier definition	4 marks	7
		Competencies; language, cultural practices etc.	3 Marks	
Q.5	i.	Four points stating importance of Agenda and Minutes.		4
	ii.	Business correspondence	2 Marks	6
		Seven-Cs of business letter writing	4 Marks	

OR	iii.	Structure of a formal report	2 Marks	6
		Difference between Project report and Survey report	4 Marks	
Q.6		Attempt any two:		
	i.	Importance of video conferences	2 Marks	5
		Disadvantages	3 Marks	
	ii.	Para should have proper beginning, middle & end.		5
	iii.	E-mail etiquettes	2 Marks	5
		Do's and don'ts	3 Marks	
