

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Management
End Sem (Odd) Examination Dec-2018
MS3SE03 Business Communication-II

Programme: BBA

Branch/Specialisation: 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. Rapid reading skills include _____ **1**
(a) Prediction (b) Scanning (c) Skimming (d) All of these
 - ii. While receiving and interpreting the written word, the reader is **1**
concerned with _____ factors.
(a) 4 (b) 2 (c) 1 (d) 3
 - iii. Listening is a process of _____ **1**
(a) Receiving the spoken word
(b) Interpreting the spoken word
(c) Both (a) and (b)
(d) None of these
 - iv. When we listen, we should be aware of our own _____ to **1**
avoid making wrong conclusions.
(a) Information about the topic
(b) Interpretations
(c) Prejudices and biases
(d) Body language
 - v. The popular styles of business letter formatting is _____ **1**
(a) Block (b) Modified Block
(c) Semi-block and simplified (d) All of these
 - vi. Letters of Inquiry close with _____ **1**
(a) A courteous tone (b) Request clearly
(c) A goodwill expression (d) All of these

P.T.O.

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- vii. A truly acceptable pronunciation is one that allows the listener to _____ the content of a message without being distracted by its form. **1**
(a) Understand (b) Interpret (c) Analyse (d) Respond
- viii. Intonation is the variation of the _____. **1**
(a) Pitch of the voice (b) Accent
(c) Sound (d) Tone
- ix. Group discussions aid in _____. **1**
(a) Problem Solving (b) Decision Making
(c) Personality assessment (d) All of these
- x. The word 'interview' means _____. **1**
(a) View between (b) Sight between
(c) Both (a) and (b) (d) None of these

Q.2

Attempt any two:

- i. Write brief note on: **5**
(a) Active and Passive reading
(b) Efficient reading and Inefficient reading
- ii. Explain SQ3R reading technique in detail. **5**
- iii. In the reading process Skimming is more sophisticated skill than Scanning. Elucidate. **5**

Q.3

- i. Explain the term 'Listening'. **2**
- ii. Draw the flow chart of process of listening. Illustrate each element in brief. **3**
- iii. Explain the types of listening with suitable examples. How can effective listening be ensured? **5**
- OR iv. According to Daniel Goleman, "Active listening is the key to success in life". Do you agree with the statement? Justify with example. **5**

Q.4

Attempt any two:

- i. Discuss the various elements of a formal report. **5**
- ii. What information should be included in a customer's letter to a bank seeking an overdraft facility? **5**

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- iii. You are Sunil/ Sunita Mehta. You want to take an education loan from State Bank of India. Write an email for the Credit Manager of the bank, requesting him to send you details regarding educational loans. **5**

- Q.5 i. Write in brief the factors responsible for the failure of meetings? Suggest the ways to overcome by this. **2**

- ii. Write short note on media of oral communication: **8**
(a) Face-to-Face Communication
(b) Teleconference

- OR iii. What are the advantages and disadvantages of oral communication? **8**

- Q.6 i. Write the meaning and construct a sensible sentence from the given idioms and Phrases: **4**
(a) Behind one's back (b) Give-and-take

- ii. What are cultural variables? How do they affect the communication process? **6**

- OR iii. Describe the role of paralinguistic elements in presentations. **6**

Marking Scheme
MS3SE03 Business Communication-II

Q.1	i. Rapid reading skills include _____ (d) All of these	1
	ii. While receiving and interpreting the written word, the reader is concerned with _____ factors. (a) 4	1
	iii. Listening is a process of _____ (c) Both (a) and (b)	1
	iv. When we listen, we should be aware of our own _____ to avoid making wrong conclusions. (c) Prejudices and biases	1
	v. The popular styles of business letter formatting is _____ (b) Modified Block	1
	vi. Letters of Inquiry close with _____ (d) All of these	1
	vii. A truly acceptable pronunciation is one that allows the listener to _____ the content of a message without being distracted by its form. (a) Understand	1
	viii. Intonation is the variation of the _____. (a) Pitch of the voice	1
	ix. Group discussions aid in _____. (d) All of these	1
	x. The word 'interview' means _____. (c) Both (a) and (b)	1
Q.2	Attempt any two:	
	i. Write brief note on: (a) Active and Passive reading 2.5 marks (b) Efficient reading and Inefficient reading 2.5 marks	5
	ii. SQ3R reading technique 1 mark for each (1 marks * 5)	5
	iii. In the reading process Skimming is more sophisticated skill than Scanning. Description of skimming 1.5 marks	5

	Description of scanning	1.5 marks	
	Explanation /comparison	2 marks	
Q.3	i. Description of 'Listening'.		2
	ii. Flow chart Any 4 element 0.5 mark for each (0.5 mark * 4)	1 mark 2 marks	3
	iii. Any five types of listening 0.5 mark for each (0.5 mark * 5) Any five points effective listening 0.5 marks for each (0.5 mark * 5)	2.5 marks 2.5 marks	5
	OR		
	iv. Description of statement Example.	3 marks 2 marks	5
Q.4	Attempt any two:		
	i. Elements of a formal report 0.5 mark for each (0.5 mark * 10)		5
	ii. Information should be included in a customer's letter to a bank seeking an overdraft facility Any 5 points 1 mark for each (1 mark * 5)		5
	iii. Email for the Credit Manager of the bank, requesting him to sent you details regarding educational loans Each point 0.5 mark (0.5 mark * 4) Matter	2 marks 3 marks	
Q.5	i. Any four factors responsible for the failure of meetings 0.5 mark for each point (0.5 mark * 4)		2
	ii. Write short note on media of oral communication: (a) Face-to-Face Communication 4 marks (b) Teleconference 4 marks		8
	OR		
	iii. Advantages of oral communication Any four points 1 mark for each (1 mark * 4) Disadvantages of oral communication Any four points 1 mark for each (1 mark * 4)	4 marks 4 marks	8
Q.6	i. Write the meaning and construct a sensible sentence from the given idioms and Phrases:		4

	(a) Behind one's back	2 marks	
	Meaning 1 mark		
	Sentence 1 mark		
	(b) Give-and-take	2 marks	
	Meaning 1 mark		
	Sentence 1 mark		
ii.	Cultural variables	3 marks	6
	Affect the communication process	3 marks	
OR iii.	Role of paralinguistic elements in presentations.		6
	1 mark for each	(1 mark * 6)	
