

2019

BUSINESS COMMUNICATION  
( Honours/Regular )

Paper : BCM-AE/MIL-1014

Full Marks : 80

Time : 3 hours

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

Answer the questions from any one of the Options

OPTION—A

Paper : BCM-AE-1014

( **Business Communication** )

1. State whether the following statements are True or False (any ten) : 1×10=10
- (a) Feedback is the loop where outputs turn to inputs like evaluation, reaction and assessment.
- (b) Intrapersonal communication is stimulated by events, objects, persons or external exchanges.

- (c) Non-verbal communication cannot be enhanced by a well-trained communicator to amplify the spoken word.
- (d) Lack of emotional intelligence is a barrier in communication.
- (e) We share information in communication.
- (f) Appearance and dressing may reflect personality traits.
- (g) Listening is a skill that needs to be practised and taken seriously in speaking.
- (h) In two-way communication, the receiver is not an active agent in constructing meaning.
- (i) Report is an oral presentation only of the results of an investigation or of a matter on which definite information is required.
- (j) Lateral flow of communication occurs across different levels of an organization's hierarchy.
- (k) In a TV programme, decoding by the audience is done from their social context.

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

2×5=10

- (a) Discuss 'perception' as a barrier in communication.
- (b) Can 'self-talk' create a positive emotional and psychological state in ourselves, in our intrapersonal communication?
- (c) How can grapevine positively impact communication exchanges and sharing within an organization? Write your opinion.
- (d) What are the details that should be included in a notice for a meeting?
- (e) What is 'complimentary close' in a message?
- (f) Write briefly either on paralanguage or on proxemics.
- (g) Discuss the 'memo' as an intra-organizational mode of communication.

3. Answer the following :

(a) Correct any *five* of the following :

(i) I am having two brothers and t  
sisters.

(ii) You can give me an information

(iii) He will bath in the Ganges to wa  
off his sins.

(iv) The police is coming.

(v) Although it was cold but we had  
work.

(vi) She is married with a doctor.

(b) Correct any *five* of the words that ha  
been underlined :

(i) Bhupen Hazarika was a gr  
literateor of Assam.

(ii) We have been standing in  
queeu since nine in the mornin

(iii) Febuary comes after January.

(iv) Without liesure there can  
creativity.

(v) What a wierd thing to do!

(vi) Our plan is defenite.

(vii) The dowgh for the cake is read

(viii) Take this fourty rupees!

(c) Correct any *five* of the following as directed : 1×5=

(i) My brother immigrated from India.  
(Correct the wrong word)

(ii) We often flaunt traffic rules.  
(Correct the wrong word)

(iii) She is always at the phone.  
(Replace the incorrect preposition)

(iv) A flux/furore was created when my purse was snatched away.  
(Choose the correct option)

(v) The peasant refused to growl/grovel at the feet of his master.  
(Choose the correct option)

(vi) A large spread lied on the table.  
(Correct the wrong word)

(vii) Do not speak on/at the same time.  
(Choose the correct option)

(d) Do as directed (any *five*) : 1×5=5

(i) Public sale in which articles are sold to the highest bidder  
(Express in one word)

(ii) Give the synonym of Fake and Accessory.

(iii) Give the antonym of Haughty and Frugal.

(iv) People working in the same department or office

(Express in one word)

(v) Do you know her?

(Change the voice)

(vi) Only they can do the work.

(Change into negative)

(vii) His fans love him.

(Change it into an interrogative sentence)

(viii) Make a sentence with 'to hit nail on the head'.

4. (a) Answer any *two* of the following : 1

(i) What do you understand about a Résumé? Write briefly on your educational qualifications in a numbered order and the skills you want to highlight about yourself.

(ii) Discuss the directions in which communication flows within an organization.

(iii) Write the structure of a formal report, in proper sequence and order. State what each section specifies, in brief.

(iv) What are the 7C's of communication?

- (v) What do you understand by barriers of communication? Write briefly on 'judgemental attitude' and 'cultural insensitivity' as barriers of communication.
- (b) Answer any *two* of the following :  $10 \times 2 = 20$
- (i) Write a letter of goodwill, congratulating your colleague on his winning the 'Employee of the Year' award.
- (ii) Write a circular informing your customers about the 'Festive Christmas' discount at your store 'Step-in' at Fancy Bazar, Guwahati.
- (iii) As the Managing Director of 'Magic Looms Ltd.', write a complaint letter to Usha Machines regarding the delay of delivery of the 03 ultraspeed 2020 weaving machines causing inconvenience to your production.
- (iv) Create only two slides of your PowerPoint presentation on 'water-scarcity' in the city of Guwahati. Dedicate one slide to text and the second slide to a visual representation, on the issue. Draw the two slides.

- (v) Write a letter of enquiry to a Trav Agency to seek information on the holiday packages to Goa, complete with the brochure, costs, and amenities that are provided by them.
- (vi) Imagine yourself as a customer of Lotus Beauty Products. Write a letter requesting credit facilities for your order amounting to two-lakh rupees.