

2022

(CBCS)

(1st Semester)

COMMERCE

Paper Code : BCH-1.3 (AECC-1)/

BC-1.4 (For B.Com General)

(**Business Communication**)

Full Marks : 37½ Pass Marks : 40%

Time : 2 hours

(PART : B—DESCRIPTIVE)

(Marks : 25)

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

1. (a) Explain the nature and process of
communication. 2½+2½=5

Or

(b) Explain the barriers to communication. 5

2. (a) Write a quotation letter to a customer
giving details about table fans offered by
your organization. 5

(2)

Or

(b) Write a letter applying for the post of accountant advertised by the Director, Department of Treasuries and Accounts, Nagaland, the advertisement made on 1st October, 2022 in Nagaland Post.

3. (a) Explain the types of business reports. 5

Or

(b) Explain the essentials of good report writing.

4. (a) What are the steps involved in sending an e-mail? 5

Or

(b) Explain how videoconferencing is conducted.

5. (a) Explain the importance of oral presentation. 5

Or

(b) Explain the process of PowerPoint presentation.

★ ★ ★

(b) Putting meaning of message into appropriate words, symbols, etc. is

- (i) encoding
- (ii) decoding
- (iii) channel
- (iv) None of the above []

(c) The medium through which message is transmitted is called

- (i) speed post
- (ii) telegram
- (iii) channel
- (iv) None of the above []

(d) When communication flows in the same level, it is called

- (i) upward communication
- (ii) downward communication
- (iii) horizontal communication
- (iv) None of the above []

(e) Communication through letters, memos, reports, e-mail, etc. is

- (i) oral communication
- (ii) verbal communication
- (iii) written communication
- (iv) None of the above []

- (f) Communication involving active feedback is called
- (i) one-way communication
 - (ii) two-way communication
 - (iii) three-way communication
 - (iv) None of the above []
- (g) Letter that transacts business is
- (i) commercial correspondence
 - (ii) trading correspondence
 - (iii) sales correspondence
 - (iv) None of the above []
- (h) Communication meant to convey information of a business firm to customers, business friends, etc. is
- (i) sales letter
 - (ii) circular letter
 - (iii) purchase letter
 - (iv) None of the above []
- (i) Which of the following is not an essential of a good report?
- (i) Clarity
 - (ii) Consistency
 - (iii) Objectivity
 - (iv) Advertisement []

(j) Report prepared and presented showing accomplishments or activities over a time is

- (i) progress report
- (ii) confidential report
- (iii) technical report
- (iv) None of the above []

(k) Cultural insensitivity may enhance

- (i) communication barriers
- (ii) writing barriers
- (iii) teaching barriers
- (iv) None of the above []

(l) While writing e-mail, it is important to keep

- (i) caps lock off
- (ii) caps lock on
- (iii) Both (i) and (ii)
- (iv) None of the above []

(m) The speaker speaks without interruption and answers questions of the audience at the end is

(i) monologue presentation

(ii) continuous presentation

(iii) guided discussions

(iv) None of the above

[]

(n) When spoken message is delivered with the points presented on screen, it is called

(i) PowerPoint presentation

(ii) oral presentation

(iii) visual presentation

(iv) None of the above

[]

(o) A group of individuals sitting at different locations holding interactive meeting is

(i) SMS

(ii) videoconferencing

(iii) fax

(iv) None of the above

[]

SECTION—II

(Marks : 5)

2. Write short notes on any *five* from the following :

1×5=5

(a) Communication

(b) Decoding of communication

(c) Two-way communication

(d) Formal letters

(e) Business report

BC/BCH/AECC-1/192

BC/BCH/AECC-1/192

(f) Videoconferencing

(12)

(g) Visual aid

Videoconferencing (1)

BC/BCH/AECC-1/192

008-800 L23-AECC-1/192