



Faculty of Commerce/ Management Studies

End Sem (Even) Examination May-2019

CM3AE02 / MS3AE02 Business Communication /

Business Communication-I

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

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 first enemy of communication. **1**
(a) Noise (b) Clarity (c) Politeness (d) Completeness
- ii. _____ means to impart understanding of the message. **1**
(a) Encoding (b) Receiver (c) Decoding (d) Feedback
- iii. _____ is the last step of the listening process. **1**
(a) Receiving (b) Interpreting
(c) Responding (d) Stop talking
- iv. Which of these types of listening lacks depth? **1**
(a) Appreciative listening (b) Superficial listening
(c) Focused listening (d) Evaluative listening
- v. Which of these must be avoided in any presentation? **1**
(a) Proper grammar (b) Complex words
(c) Short sentences (d) Clear voice
- vi. Which of these is the best way to establish a proper rapport with audience? **1**
(a) Pointing a finger (b) Making eye contact
(c) Waving your hands (d) Standing erect
- vii. Being a writer, what is the name and address your company is writing to be called in letter? **1**
(a) Heading (b) Signature
(c) Inside address (d) Salutation
- viii. Which is not a part to a business letter? **1**
(a) Heading (b) Indenting
(c) Inside address (d) Salutation

- ix. Full form of FAX **1**
(a) Facsimile (b) Fastest (c) Fascinate (d) Factual
- x. Intranet is company's internal web. **1**
(a) True (b) False
- Q.2 i. What are advantages and disadvantages of grapevine communication? **4**
ii. "We talk with our vocal chords, but we communicate with our facial expression, our tone of voice, our whole body." Elaborate the importance of each type of Non-verbal communication in the light of this statement. **6**
- OR iii. Explain the process of communication along with a flowchart. **6**
- Q.3 i. What is importance of feedback in listening? **4**
ii. Write short notes on: **6**
(a) Physical barrier to listening
(b) Psychological barrier to listening
- OR iii. What are the benefits of effective listening? **6**
- Q.4 i. What preparations are to be done by a candidate to face an interview? **4**
ii. What types of audio-visual aids are required to make an oral presentation effective? Also mention how important they are. **6**
- OR iii. What skills of a candidate are evaluated during a group discussion? **6**
- Q.5 i. Differentiate between Agenda and Minutes. **4**
ii. What are 7 C's of letter writing? Discuss with examples. **6**
- OR iii. Elaborate various types commonly used reports? **6**
- Q.6 Attempt any two: **5**
i. What are various mediums of e-communication? **5**
ii. What etiquettes one should follow while writing an email? **5**
iii. What is the difference between internet and intranet? **5**

Marking Scheme
CM3AE02/MS3AE02

Business Communication / Business Communication-I

Q.1	i.	_____ is the first enemy of communication.		1
		(a) Noise		
	ii.	_____ means to impart understanding of the message.		1
		(c) Decoding		
	iii.	_____ is the last step of the listening process.		1
		(c) Responding		
	iv.	Which of these types of listening lacks depth?		1
		(b) Superficial listening		
	v.	Which of these must be avoided in any presentation?		1
		(b) Complex words		
Q.2	vi.	Which of these is the best way to establish a proper rapport with audience		1
		(b) Making eye contact		
	vii.	Being a writer, what is the name and address your company is writing to be called in letter?		1
		(a) Heading		
	viii.	Which is not a part to a business letter?		1
		(b) Indenting		
	ix.	Full form of FAX		1
		(a) Facsimile		
	x.	Intranet is company's internal web.		1
		(a) True		
Q.2	i.	Two advantages	2 Marks	4
		Two disadvantages	2 Marks	
	ii.	Kinesics	1 Mark	6
		Oculesics	1 Mark	
		Proxemics	1 Mark	
		Paralanguage	1 Mark	
		Artifacts,	1 Mark	
		Haptics.	1 Mark	
	OR	iii. Explain the process of communication along with a flowchart.	4 Marks 2 Marks	6

Q.3	i.	Importance of feedback in listening		4
	ii.	Write short notes on:		6
		(a) Physical barrier to listening	3 Marks	
OR		(b) Psychological barrier to listening	3 Marks	
	iii.	Benefits of effective listening	(1 Mark*6)	6
Q.4	i.	Preparations are to be done by a candidate to face an interview		4
	ii.	Types of audio-visual aids are required to make an oral presentation effective	3 Marks	6
		Mention how important	3 Marks	
OR	iii.	Leadership Skill	1 Mark	6
		Communication Skill	1 Mark	
		Analytical Skill	1 Mark	
		Interpersonal Skill	1 Mark	
		Problem Solving Skill	1 Mark	
		Influecing Skill	1 Mark	
Q.5	i.	Agenda	2 Marks	4
		Minutes	2 Marks	
	ii.	7 C's of letter writing with examples.		6
OR	iii.	Annual Confidential report	1 Mark	6
		Project report	1 Mark	
		Laboratory report	1 Mark	
		Inspection report	1 Mark	
		Report of trouble	1 Mark	
		Survey report	1 Mark	
Q.6		Attempt any two:		
	i.	Various mediums of e-communication	(1 Mark*5)	5
	ii.	Etiquettes one should follow while writing an email		5
		At least five points	(1 Mark*5)	
	iii.	Difference between internet and intranet (Min 3 differences)		5
