

Enrollment No.....



Faculty of Commerce / Management Studies

End Sem (Even) Examination May-2022

CM3AE02 / MS3AE02

Business Communication / Business Communication -I

Programme: B.Com.(Hons.) Branch/Specialisation: Commerce /  
/ BBA 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. Synonym of peaceful is \_\_\_\_\_. 1  
 (a) Placid (b) Plentiful (c) Merciful (d) Beautiful
- ii. An antonym of wisdom is \_\_\_\_\_. 1  
 (a) Vice (b) Fake (c) Stupidity (d) Whisper
- iii. Haptics is the language of \_\_\_\_\_. 1  
 (a) Eyes (b) Tone (c) Touch (d) Body language
- iv. "There can never be communication." This statement is \_\_\_\_\_. 1  
 (a) Ambiguous (b) Perfect (c) One way (d) Two way
- v. Listening helps us to \_\_\_\_\_. 1  
 (a) Make better policies  
 (b) Solve the problems  
 (c) Gets constructive suggestions  
 (d) All of these
- vi. Listening is the process of \_\_\_\_\_. 1  
 (a) Only identifying sounds  
 (b) Identifying & receiving sound  
 (c) Identifying, receiving and interpreting sounds  
 (d) All of these
- vii. In an oral presentation which amongst these plays important role. 1  
 (a) Body language (b) Content  
 (c) Confidence (d) All of these
- viii. Which amongst these is a form of an oral presentation .....? 1  
 (a) Letter writing (b) Public speaking  
 (c) Resume (d) Memos

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- ix. In a business letter salutation refers to: **1**  
 (a) Formal greetings (b) Polite leaving taking  
 (c) Details of receiver (d) Title of the letter.
- x. A record of the decisions taken at a formal meeting is called \_\_\_\_\_. **1**  
 (a) Agenda (b) Minutes (c) Letters (d) Memo
- Q.2 i. Write any three corporate jargons along with their meanings. **3**  
 ii. What are Homonyms and Homophones? Give five homonyms and five homophones words. Also frame sentences using each word. **7**
- OR iii. Do as directed: **7**  
 I. Give one word-  
 (a) Government by one person  
 (b) One who draws maps  
 II. Write meaning of the following proverbs-  
 (a) Handsome is as handsome does  
 (b) Don't count your chickens before they are hatched  
 III. Write one synonym of each-  
 (a) Crooked  
 (b) Do  
 (c) Predicament  
 IV. Write one Antonym of each-  
 (a) Plentiful  
 (b) Gloomy  
 (c) Voluntary
- Q.3 i. Define the process of communication with diagram. **3**  
 ii. What are the barriers to communication? Explain its all types with examples and how to overcome them. **7**
- OR iii. What are the formal and informal channels of communication? Explain with an example. **7**
- Q.4 i. Write the difference between hearing and listening. **3**  
 ii. Explain the process of listening. Mention and explain any five types of listening. **7**
- OR iii. What is listening? Why it's the most importance skill of amongst all four skills? **7**

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- Q.5 i. Explain the importance of audio-visual aids in an oral presentation. **3**  
 ii. What is an oral presentation? Write role of following in an oral presentation: **7**  
 (a) Body language (b) Role of audience  
 (c) Voice modulations
- OR iii. What are the points to be kept in the mind while giving an oral presentation? **7**
- Q.6 Attempt any two: **5**  
 i. Write short notes on any two in details: **5**  
 (a) Notices (b) Minutes  
 (c) Précis (d) Agenda e. Minutes.  
 ii. What is cover letter? Write the importance of it. **5**  
 iii. What are the basic elements of a business letter? Explain all with an example. **5**

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**Marking Scheme**  
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**Business Communication / Business Communication -I**

Q.1	i.	Synonym of peaceful is_____.		<b>1</b>
		(a) Placid		
	ii.	An antonym of wisdom is_____.		<b>1</b>
		(c) Stupidity		
	iii.	Haptics is the language of_____.		<b>1</b>
		(c) Touch		
	iv.	“There can never be communication.” This statement is _____.		<b>1</b>
		(a) Ambiguous		
	v.	Listening helps us to _____.		<b>1</b>
		(d) All of these		
	vi.	Listening is the process of _____.		<b>1</b>
		(c) Identifying, receiving and interpreting sounds		
	vii.	In an oral presentation which amongst these plays important role.		<b>1</b>
		(d) All of these		
	viii.	Which amongst these is a form of an oral presentation .....?		<b>1</b>
		(b) Public speaking		
	ix.	In a business letter salutation refers to:		<b>1</b>
		(a) Formal greetings		
	x.	A record of the decisions taken at a formal meeting is called_____.		<b>1</b>
		(b) Minutes		
Q.2	i.	Any three corporate jargons	(1 mark * 3)	<b>3</b>
	ii.	Homonyms	1 mark	<b>7</b>
		Homophones	1 mark	
		Any five homonyms words/sentences	(0.5 mark * 5)	
		Any five homophones words/sentences	(0.5 mark * 5)	
OR	iii.	Do as directed:		<b>7</b>
		I. One word	(1 mark * 2)	
		II. Meaning of the proverbs	(1 mark * 2)	
		III. One synonym of each	(0.5 mark * 3)	
		IV. One antonym of each	(0.5 mark * 3)	
Q.3	i.	Process of communication	2 marks	<b>3</b>
		Diagram	1 mark	
	ii.	Definition of barriers to communication	1 mark	<b>7</b>

		Overcome points	1 mark	
		Any five types with examples	(1 mark * 5)	
OR	iii.	Definition of formal channels of communication	1 mark	<b>7</b>
		Definition of informal channels of communication	1 mark	
		Detailed explanation of types	5 marks	
Q.4	i.	Any three differences	(1 mark * 3)	<b>3</b>
	ii.	Process of listening	2 marks	<b>7</b>
		Any five types of listening with explanation	(1 mark * 5)	
OR	iii.	Listening	2 mark	<b>7</b>
		Any five importance	(1 mark * 5)	
Q.5	i.	Any four points	(0.5 mark * 4)	<b>3</b>
		Examples	1 mark	
	ii.	Introduction of oral presentation	2 marks	<b>7</b>
		Roles in an oral presentation	5 marks	
OR	iii.	Any seven points	(1 mark * 7)	<b>7</b>
Q.6		Attempt any two:		
	i.	Short notes on any two	(2.5 marks * 2)	<b>5</b>
	ii.	Introduction of cover letter	2 marks	<b>5</b>
		Format	3 marks	
	iii.	Half marks for each if write all point give full marks		<b>5</b>

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