

Enrollment No.....



Faculty of Management Studies  
End Sem (Odd) Examination Dec-2019  
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. Reading is \_\_\_\_\_ process. **1**  
(a) Active (b) Passive (c) Futile (d) None of these
- ii. Reading helps in **1**  
(a) Understanding (b) Enhancing vocabulary  
(c) Both (a) and (b) (d) Neither (a) nor (b)
- iii. Which of the following is not a format of letter writing? **1**  
(a) Indented form (b) Block form  
(c) Semi-block form (d) Business form
- iv. The purpose of letter of enquiry is to **1**  
(a) Repeat information (b) Send information  
(c) Seek information (d) None of these
- v. We come to a consensus in a \_\_\_\_\_. **1**  
(a) Debate (b) Presentation  
(c) Group discussion (d) Public speaking
- vi. Good command over oral communication helps in **1**  
(a) Negotiation (b) Persuasion  
(c) Neither (a) nor (b) (d) Both (a) and (b)
- vii. What is 'terms of reference' in report writing? **1**  
(a) Brevity of the report  
(b) Objective of the report  
(c) Scope and limitations of the report  
(d) Simplicity of the report
- viii. An inventory report is meant to record **1**  
(a) The stocks (b) The inventions  
(c) The discoveries (d) The events

P.T.O.

- ix. Soft skills are also known as **1**  
(a) Technical skills (b) People skills  
(c) Business skills (d) Complimentary skills
- x. Which of these is not a part of time management? **1**  
(a) Organisation (b) Prioritization  
(c) Planning (d) Procrastination
- Q.2 i. Differentiate between skimming and scanning. **2**  
ii. What do the 3R's stand for in the SQ3R technique of reading? **3**  
Explain the technique. **5**  
iii. State the benefits of reading. **5**
- OR iv. What are factors which affect the reading of a reader? **5**
- Q.3 i. Why should you follow 'You Attitude' in letter writing? **2**  
ii. Explain the elements of letter writing giving examples of each. **8**
- OR iii. Write a letter to M/s Raj Electronics Indore, complaining that the washing machine you recently bought from them does not function properly and ask for replacement. **8**
- Q.4 i. Elucidate the differences between group discussion and debate. **4**  
ii. What do you understand by the art of public speaking? What are the factors responsible for effective public speaking? **6**
- OR iii. Define oral communication. How can you communicate effectively in various business situations? **6**
- Q.5 i. Explain the meaning of the word 'Report'. Write the characteristics of a good report. **4**  
ii. Discuss any six elements of the letter-text form of report in detail. **6**
- OR iii. Describe any six commonly used reports. **6**
- Q.6 Attempt any two:  
i. State the meaning and importance of soft skills? **5**  
ii. What is goal setting? How is it important in one's life? **5**  
iii. Define time management. How can you utilize time judiciously in your life? **5**

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## Marking Scheme

### MS3SE03 Business Communication-II

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.	Reading is _____ process.		<b>1</b>
		(a) Active		
	ii.	Reading helps in		<b>1</b>
		(c) Both (a) and (b)		
	iii.	Which of the following is not a format of letter writing?		<b>1</b>
		(d) Business form		
	iv.	The purpose of letter of enquiry is to		<b>1</b>
		(c) Seek information		
	v.	We come to a consensus in a ____.		<b>1</b>
		(c) Group discussion		
	vi.	Good command over oral communication helps in		<b>1</b>
		(d) Both (a) and (b)		
	vii.	What is 'terms of reference' in report writing?		<b>1</b>
		(c) Scope and limitations of the report		
	viii.	An inventory report is meant to record		<b>1</b>
		(a) The stocks		
	ix.	Soft skills are also known as		<b>1</b>
		(b) People skills		
	x.	Which of these is not a part of time management?		<b>1</b>
		(d) Procrastination		
Q.2	i.	Two differentiate between skimming and scanning.	1 mark	<b>2</b>
	ii.	What do the 3R's	1 mark	<b>3</b>
		Explanation of technique	2 mark	
	iii.	State the benefits of reading.	5 marks	<b>5</b>
OR	iv.	Five factors which affect the reading of a reader	(1 mark*5)	<b>5</b>
Q.3	i.	Should you follow 'You Attitude' in letter writing	2 marks	<b>2</b>
	ii.	The elements of letter writing sender's address with example		<b>8</b>
			1 mark.	
		Date	1 mark	
		Receiver's address	1 mark	
		Subject	1 mark	
		Salutation	1 mark	

		Body of the letter	1 mark	
		Complimentary close	1 mark	
		Enclosure	1 mark	
OR	iii.	Format of letter	1 mark.	<b>8</b>
		Content	3 marks	
		Expressions	4 marks	
Q.4	i.	Four differences between group discussion and debate.	4 marks	<b>4</b>
	ii.	Meaning of art of public speaking	2 marks	<b>6</b>
		Minimum 4 point on the factors responsible for effective public speaking	4 marks	
OR	iii.	Definition of oral communication	2 marks	<b>6</b>
		Min 4 points on effective communication in.	4 marks	
Q.5	i.	Meaning of 'Report	1 mark	<b>4</b>
		Three characteristics of a good report.	(1 mark*3)	
	ii.	Six elements of the letter-text form of report with example		<b>6</b>
			(1 mark*6)	
OR	iii.	Six commonly used reports.	(1 mark*6)	<b>6</b>
Q.6		Attempt any two:		
	i.	Meaning of soft skills	1 mark	<b>5</b>
		Four Points mentioning its importance of time management.		
			(1 mark*4)	
	ii.	What is goal setting	(1 mark)	<b>5</b>
		How is it important in one's life	(1 mark*4)	
	iii.	Define of time management.	1 mark	<b>5</b>
		Four points mentioning the utilization of time	(1 mark*4)	

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