

Business Communication

Note : **Question No. 1 is compulsory.** Attempt five questions in all, All questions carry equal marks.

Compulsory Question

1. Write short answers of the following :

- (a) Explain factors responsible for the growing importance of communication in an organization.
- (b) Explain the importance of context as an aid to meaning.
- (c) What is the importance of listening ?
- (d) How can a chair-person make a committee meeting successful ?
- (e) How 'noise' hinders communication ?

1. Write socio-psychological barriers to communication. 16
 2. What do you mean by 'Effective' communication ?
How does the knowledge of the communication process help us in communicating effectively ? 16
 3. (a) Make appropriate correction in the following sentences
 - (i) I am not as good a programmer as her
(Use appropriate pronoun)
 - (ii) They prefer those types of charts
(Use appropriate adjective)
 - (iii) A crate of empty bottles were left in the backyard.
(Use appropriate verb)
 - (iv) He is the Registrar of an university.
(Use appropriate articles)
 - (b) Correct the following sentences :
 - (i) She sings as well if not better than her sister.
 - (ii) I didn't know that did he want.
 - (iii) He can do a lot of work. Isn't it ?
 - (iv) Will you tell me when will you come ?
- 4×2=8
4. (a) Write synonyms :
 - (i) Adept
 - (ii) Alient
 - (iii) Candid
 - (iv) Diligent
 - (v) Freud
 - (vi) Jubilant
 - (vii) Obtuse
 - (viii) Pathetic
 - (b) Write antonyms :
 - (i) Analysis

- (ii) Arrogant
- (iii) Fact
- (iv) Priase
- (v) Remote
- (vi) Vigilant
- (vii) Malice
- (viii) Offensive

- 5. How a letter should be planned ? Draft an application to apply for a loan. 16
- 6. Write the paralinguistic aspects for effective oral communication. 16
- 7. Write a note on the use of symbols & signs in communication. 16
- 8. Write an essay on the topic 'Computers in business'. 16