

2015

Time : 3 hours

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

Group – A**(Objective Type Questions)**

Answer all questions of the following :

1. Choose the correct answer of the following : $2 \times 10 = 20$
 - (a) Sounds that distract communicators fall into the category of :
 - (i) Physical noise
 - (ii) Psychological noise
 - (iii) Physiological noise
 - (iv) None of these
 - (b) In the communication process, the sender is sometimes known as the :

(i) Recorder	(ii) Encoder
(iii) Decoder	(iv) Beginner

4. What are the communication skills a manager must acquire for success in his work ? Discuss.
5. Discuss the different forms of Communication.
6. Discuss the general principles of effective communication.
7. State how telephone has become the kingpin of Modern Communication in India, both as a means of intercommunication as well as external communication.
8. What is listening ? Why is listening important in business communication ? Discuss.
9. What is a Report ? Discuss the importance of reports in business communication.
10. Write short notes on any two of the following :
 - (a) Feed back
 - (b) Face to Face Communication
 - (c) Audience analysis
 - (d) E-mail
 - (e) SWOT analysis



- (c) Laughing, crying, sighing and whistling are all examples of :
- (i) Vocal characteristics
 - (ii) Vocal segregates
 - (iii) Vocal qualifiers
 - (iv) None of these
- (d) The _____ listener tunes into the speaker's total message, both verbal and non-verbal.
- (i) Selective
 - (ii) Biased
 - (iii) Protective
 - (iv) Active
- (e) Periodic report memos are submitted _____ at intervals.
- (i) Regulated
 - (ii) Regular
 - (iii) Irregular
 - (iv) Meaningful
- (f) In a resume, sentences should begin with _____.
- (i) Action words
 - (ii) Active verbs
 - (iii) Decorative words
 - (iv) Pronouns
- (g) The minutes of a meeting should not be :
- (i) Clear and concise

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(2)

Contd.

- (ii) Ambiguous
 - (iii) Impersonal
 - (iv) In past tense
- (h) Flip charts are effective in small _____ groups.
- (i) Formal
 - (ii) Informal
 - (iii) Executive
 - (iv) None of these
- (i) To retain the audience interest for long, the speech should not be :
- (i) Relevant
 - (ii) Repetitive
 - (iii) Interesting
 - (iv) Concise
- (j) The chairperson of a meeting must do all of the following except :
- (i) Set the agenda for the meeting
 - (ii) Encourage discussion
 - (iii) Take sides
 - (iv) Close the meeting

Group - B

(Long-answer Type Questions)

- Answer any **four** questions of the following : 15x4 = 60
2. Discuss the importance of Business Communication.
 3. Explain the major objectives of Communication.

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(3)

(Turn over)