

2008-09

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
(Compulsory)

Answer **all** questions : $2 \times 10 = 20$

1. Fill in the blanks :
 - (a) Learning is defined as a permanent change in one's behaviour of a consumer as a result of _____.
 - (b) Personality refers to the way in which a person views and understands himself, and the way in which he interacts with people and _____ to situations.

EL – 24/1

(Turn over)

- (c) The method of communication can be any addressable medium, as in _____ Marketing.
- (d) A _____ and maintained database is the most critical weapon in a company's marketing arsenal.
- (e) The factors that determine class vary _____ from one society to another.

Multiple Choice Questions :

- (f) How many directors a public limited company must have ?
- (i) One (ii) Two
(iii) Three (iv) Four
- (g) Who invented zero ?
- (i) Indians (ii) Egyptians
(iii) Greeks (iv) Arabs
- (h) Nano is a product of which company ?
- (i) Maruti
(ii) Tata
(iii) Mahindra & Mahindra
(iv) Hindustan Motors

(i) In which city is the largest Gurdwara is located ?

- (i) Amritsar (ii) Beas
(iii) Patiala (iv) Patna

(j) What is the currency of Saudi Arabia ?

- (i) Riyal (ii) Dinar
(iii) Dharam (iv) Taka

Group – B

(Long Type Questions)

Answer any **four** questions.

2. Define Communication. What are the objectives of Communication ? 15
3. What are the barriers of communication ? Explain measures to overcome barriers of communication. 15
4. What is MIS ? Why MIS is necessary in an organization ? 15
5. What is a business letter ? Write a letter to your supplier for the delay in supply of products. 15

6. What is business presentation ? What are the common components of business communication ? 15
7. What is the basic difference between letter and memo ? Draft a memo for your colleague to attend a Sales Meeting. 15
8. What is the difference between a resume and biodata ? Write your resume for the post of a Sales Manager in RASNA LTD. 15
9. What is a group discussion ? What should be kept in mind while participating in a group discussion ? 15
10. What is the difference between hearing and listening ? What is the importance of listening in business communication ? 15



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