

2010

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.

1. Choose the correct answer of the following :

2×10 = 20

(a) Which one is a form of cross culture barrier in communication ?

- (i) Geographical
- (ii) Physio-Economic
- (iii) Socio-Psychological
- (iv) None of these

- (b) Which is the function of Public Relation ?
- (i) Production
 - (ii) Finance
 - (iii) Human Resource
 - (iv) Marketing
- (c) Good use the interpersonal skills to create right impression.
- (i) Decoder (ii) Sender
 - (iii) Receiver (iv) Communicator
- (d) A format of resumes is used by Fresher's are :
- (i) Functional (ii) Targeted
 - (iii) Chronological (iv) None of these
- (e) Process of communication has been detailed by :
- (i) David Barlov (ii) Helton
 - (iii) P. Drucker (iv) All of these
- (f) The most important tool of communication is :
- (i) Speaking (ii) Eye-contact
 - (iii) Listening (iv) Smile
- (g) Personality constitutes :
- (i) Psychological (ii) Physiological
 - (iii) Both (i) and (ii) (iv) Anyone

(h) What is the importance to develop to excel in group discussion ?

- (i) Information (ii) Communication
(iii) Challenges (iv) Interactive skills

(i) Which type of communication(s) is/are used by a company ?

- (i) Informal (ii) Formal
(iii) Anyone (iv) All of these

(j) Data transmission through _____ is both instantaneous and cost effective.

- (i) Telegram (ii) Letter
(iii) Internet (iv) Courier

Group – B

(Long-answer Type Questions)

Answer any **four** questions : $15 \times 4 = 60$

2. What is listening ? How do you develop the listening skill ? What is their importance in communication ?
3. Discuss the David Barlov Model for Business Communication. Discuss the different situations influencing the Business.

4. Communication is a two way process. Explain 7C's of effective communication.
5. What do you understand by business presentation ? What are the ingredients of an effective business presentation ? Explain in detail.
6. Explain business meeting. How do you conduct business meeting effectively ?
7. What is the difference between letter and memo ? Write a business letter to Government concerning in issue of Nano Car Plant Establishment.
8. Write the comparison between formal and informal communication. Write the disadvantage of oral communication.
9. Write short notes on the following :
 - (a) Non-Verbal Skills
 - (b) Role of body language in group discussion
 - (c) Use of Internet

SB - 5/1(300)



(4)

BBA(I) — BUS / I /
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