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BBA(I) — MGT/1/

SUB – I/11

2011

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) To excel in group discussion it is important to develop :

(i) Challenges

(ii) Information

JX – 5/3

(Turn over)

- (iii) Communication
- (iv) Interactive skill
- (b) Which one is Psychological Barrier ?
- (i) Lack of clarity
- (ii) Emotion feelings
- (iii) Noise
- (iv) prejudice
- (c) Which format of Resume is used by fresher ?
- (i) Functional Resume
- (ii) Chronological Resume
- (iii) Targeted Resume
- (iv) None of these
- (d) Which one is not a Leadership Skills in Group Discussion ?
- (i) Ability to lead
- (ii) Listening receptively
- (iii) Ability to inspire
- (iv) Ability to carry the team long
- (e) After coding we go for :
- (i) Sending
- (ii) Receiving



- (iii) Decoding
- (iv) Action
- (f) Process of Communication has been detailed by :
 - (i) David Barlov
 - (ii) P. Drucker
 - (iii) Helton
 - (iv) All of the above
- (g) We obtain knowledge after processing :
 - (i) Data
 - (ii) Information
 - (iii) Idea
 - (iv) All of these
- (h) In Downward Communication we have :
 - (i) Command
 - (ii) Control
 - (iii) Both of these
 - (iv) None of these
- (i) Cross Culture form of barrier communication comes under :
 - (i) Physio-Economic

(ii) Socio-Psychological

(iii) Geographical

(iv) None of these

(j) Which is the most important tool of Communication ?

(i) Smile

(ii) Listening

(iii) Speaking


(iv) Eye Contact

Group – B

(Long-answer Type Questions)

Answer any four of the following : $15 \times 4 = 60$

2. What is the basic difference between letter and memo ? Draft a memo for your colleague to attend a Sales Meeting.
3. What is a group discussion ? What should be kept in mind while practicing in a group discussion ?
4. What is Public Relation ?

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5. What are the characteristics of effective writing Communication ?
 6. Discuss the different situations influencing the Business.
 7. Discuss the David Barlov Model For Business Communication.
 8. Discuss the elements of Public Relation needed to build up the asset of an Organization.
 9. What do you understand by business presentation ? What are the ingredients of an effective business presentation ? Explain in details.

