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**BBA(II) — MGT/2/
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) Which statement would you use to start a
letter or memo ?

(i) We are sending _____ .

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(Turn over)

- (ii) Replying to your letter of recent date
_____.
 - (iii) This will acknowledge receipt of
_____ and thank you of _____.
 - (iv) Thank you for _____.
- (b) A 'No Smoking' sign outside the factory premises is :
- (i) Upward communication
 - (ii) Downward communication
 - (iii) Informal communication
 - (iv) Formal communication
- (c) What is the shorter substitute of the phrase 'in the near future' is ?
- (i) On
 - (ii) Although
 - (iii) Soon
 - (iv) Now
- (d) Advertisements are form of presentation.
- (i) Personal
 - (ii) Formal

- (iii) Non-personal
- (iv) Informal
- (e) To excel in group discussion it is important to develop :
 - (i) Challenges
 - (ii) Information
 - (iii) Communication
 - (iv) Interactive skill
- (f) Which one is Psychological Barrier ?
 - (i) Lack of clarity
 - (ii) Emotional feelings
 - (iii) Noise
 - (iv) Prejudice
- (g) Which one is true ?
 - (i) Always write a letter when you are angry.
 - (ii) Telegram is example of oral communication.
 - (iii) Formal carries message at a fast speed.
 - (iv) Non verbal communication is use through signs and symbols.

(h) Good _____ use their inter personal skills to create right impressions.

(i) Sender

(ii) Receiver

(iii) Communicator

(iv) Decoder

(i) Noise, invisibility, physical discomfort and distraction is the example of :

(i) Semantic Barriers

(ii) Interpersonal Barriers

(iii) Physical Barriers

(iv) Psychological Barriers

(j) 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

Group – B

(Long-answer Type Questions)

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

2. Differentiat between :
 - (a) Downward vs Upward Communication
 - (b) Written vs Oral Communication
3. What is the two part job application ? Write your CV applying for job of HR Manager at NTPC.
4. Explain with example the measures to overcome barrier to Communication.
5. What do you mean by encoding and decoding of messages ?
6. What is Precise Writing ? Write steps of good precise writing.
7. Write the comparison between Formal and Informal Communication. Write disadvantage of Oral Communication.

8. What are Listening ? What is its importance in communication ?

9. Communication is a two way process. Explain with the help of a model. Explain 7C's of effective communication.

