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3 / X / H

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) Advertisements are form of presentation :

- (i) Personal
- (ii) Fomal
- (iii) Non-personal
- (iv) Infomal

SB – 19/2

(Turn over)

(b) Which one is Psychological Barrier ?

- (i) Lack of clarity
- (ii) Emotion feelings
- (iii) Noise
- (iv) Prejudice

(c) Which one is true ?

- (i) Always write a letter when you are angry.
- (ii) Telegram is an example of oral communication.
- (iii) Formal carries message at a fast speed.
- (iv) Non-verbal communication is used through signs and symbols

(d) Eye contact is the simple _____ communicative device.

- (i) Verbal
- (ii) Non-Verbal
- (iii) Personal
- (iv) None of these

(e) After coding, we go for :

- (i) Sending
- (ii) Receiving
- (iii) Decoding
- (iv) Action

(f) Which is odd man out ?

- (i) Simplex
- (ii) Duplex
- (iii) Half Duplex
- (iv) Semantic

(g) Personality constitutes :

- (i) Psychological
- (ii) Physiological
- (iii) Both (i) and (ii)
- (iv) Anyone from (i) or (ii)

(h) We obtained knowledge after processing :

- (i) Data
- (ii) Information
- (iii) Idea
- (iv) All of these

- (i) In Downward Communication, we have :
- (i) Command
 - (ii) Control
 - (iii) Both (i) and (ii)
 - (iv) None of these
- (j) Cross Culture is the form of barrier in communication comes under :
- (i) Physio-economic
 - (ii) Socio-psychological
 - (iii) Geographical
 - (iv) None of these

Group – B

(Long-answer Type Questions)

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

2. Discuss the different types of resume writing. Which one is effective in getting job to experience personnel ?
3. Explain the roles of audio-visual presentation in the development of managerial effectiveness and efficiency.

4. Discuss the elements of Public Relation needed to build up the asset of an organization.
5. Discuss the David Barlov Model for Business Communication.
6. Discuss the different situations influencing the Business.
7. Write a letter to the zonal Executive Engineer, Bihar Vidyut Board requesting him to get your defective meter changed at the earliest.
8. What do you understand by business presentation ? What are the ingredients of an effective business presentation ? Explain in details.
9. Explain, with example, measures to overcome barrier to Communication.
10. Discuss the process and barriers in Business Communication.

