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63/1(SEM-5) SEC3/ENGSE5032

2024

ENGLISH

Paper : ENGSE5032

(Business Communication)

Full Marks : 50

Pass Marks : 20

Time : 2 hours

The figures in the margin indicate full marks for the questions.

1. Choose the correct answer form the alternatives given below: ***(any five)***
1×5=5

(a) The medium or method used to deliver message in communication is referred as___

- i. Receiver
- ii. Sender
- iii. Channel
- iv. Decoder

Contd.

(b) Informal communication is otherwise known as _____ communication.

- i. Grapevine
- ii. Lateral
- iii. Visual
- iv. Oral

(c) 'E-correspondence' is a vital part of business communication that does not include

- i. Information sharing
- ii. Securing document
- iii. Advertising
- iv. Telephone calls

(d) Instant Messaging (M) was initially designed for-

- i. Communication _____ within government computer networks during emergencies
- ii. Collaboration among employee in real-time.
- iii. Connecting and coordinating remote workers.
- iv. Having one-to-one personal chat at workplaces.

(e) E-mail should end by including your:

- i. Name
- ii. Name and designation
- iii. Name and company name
- iv. Relevant contact information

(f) Which of the following is not included in the characteristics of formal report writing

- i. Absence of third-person pronouns
- ii. Use of third-person pronouns
- iii. Use of passive-voice verbs
- iv. Absence of contractions

(g) Deictic gesture refers to

- i. Symbol
- ii. Pointing
- iii. Mimicking
- iv. Rhythmic hand movement

(h) Ideally, communication flow in an organizational structure should be from

- i. Upward
- ii. Downward
- iii. Both upward and downward
- iv. Horizontal

(i) The term "Communis", from which the word 'communication' is derived, is a ___word

- i. Greek
- ii. Hebrew
- iii. Latin
- iv. English

(j) Horizontal communication flows between

- i. Superior to subordinate
- ii. Subordinate to superior
- iii. People and groups of the same level
- iv. Structural levels within a business organizations.

2. Answer the following questions : **(any five)**
2×5=10

- i. What is the importance of communication in business?
- ii. How are business letters different from general letters?
- iii. What are important for effective listening?
- iv. What are the main elements of communication?
- v. What are the golden rules for effective communication?
- vi. What do you mean by 'decoding' in communication?
- vii. What is the difference between a bibliography and a reference list?

3. Answer the following questions : **(any five)**
5×5=25

- a. Discuss the importance of report writing in business communication.
- b. What should be considered when citing references in business communication?

- c. What is a Project Report and what are the guidelines for writing a project report?
 - d. What are Annual Reports in business communication? What is the purpose of Summary Annual Report (SAR)?
 - e. Distinguish between reports and minutes.
 - f. Why is persuasive writing important in business communication? Explain with examples.
 - g. Discuss the key elements that contribute to a successful business negotiation.
 - h. Why is the executive summary said to be the most critical part of a business plan? Explain.
 - i. What is gesture in communication? Discuss the types of gestures and their significance.
4. Answer the following question: **(Any one)**
10×1=10
- a. Discuss the features and benefits of E-mail.

- b. How would you write effective minutes of a meeting? Mention the types and essential elements.
 - c. You are the General Manager of a shoe manufacturing Company named 'Alligators'. Write a business letter to a supplier agency stating your requirements of raw materials.
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