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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

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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.