	Utech
Name:	(4)
Roll No.:	The same of the sa
Invigilator's Signature :	

CS/M.Sc. (IS)/SEM-1/MI-105/2012-13 2012

BUSINESS COMMUNICATION

Time Allotted: 3 Hours Full Marks: 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP - A

(Multiple Choice Type Questions)

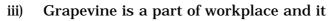
1. Choose the correct alternatives for the following:

 $10 \times 1 = 10$

- i) Latin word 'communis' means
 - a) General
 - b) Common
 - c) Consideration.
- ii) Hidden area of Johari Window means
 - a) know to self
 - b) know to others
 - c) know to both.

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- a) can be eliminated
- b) can not be eliminated
- c) can be controlled.
- iv) AIDA stand for
 - a) As Identified Day's Ago
 - b) All Identified Data Analysis
 - c) Attention Interest Desire Action.
- v) Long proposal is also called
 - a) formal proposal
 - b) informal proposal
 - c) unsolicited proposal.
- vi) is the first step in listening.
 - a) Responding
 - b) Evaluating
 - c) Sensing.
- vii) DTP is expanded as
 - a) Dictate Type Post
 - b) Desktop Publishing
 - c) Direct Typing provision.





- viii) Grapevine is an example for communication.
 - a) Informal
 - b) Formal
 - c) Gesture.
- ix) SWOT stands for
 - a) Say What Others Tell
 - b) Strengths Weaknesses Opportunities Threats
 - c) Sense What Others Talk.
- x) Brain Storming is a from of
 - a) Interviewing
 - b) Group Discussion
 - c) Individual Presentation.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- 2. Explain the benefits of Mock Interview.
- 3. What is an Office Memo? What are its objectives?
- 4. What is a proposal?
- 5. What are the limitations of non-verbal communication?
- 6. What factors are considered to make an effective training presentation?

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GROUP - C

(Long Answer Type Questions)

Answer any three of the following.



- 7. Explain the various stages involved in report writing.
- 8. What are the essentials of good business letters?
- 9. Write a letter from a Branch Manager to Head at a village nearby.

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- 10. Write a notice of closure of books of a company.
- 11. Explain the process of listening in detail.

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