



Name : .....

Roll No. : .....

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 × 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.



- iii) Grapevine is a part of workplace and it
  - 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 ?



**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

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