



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/M.Sc (IN.Sc)/SEM-1/MI-105/2010-11**  
**2010-11**  
**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.*

Answer any seven questions.       $7 \times 10 = 70$

1. What is communication ? "The single most significant characteristic of the human race is the ability to communicate." Discuss. 3 + 7
2. Do you agree that the basic objective of all human communications is to obtain an understanding response ? How can this be applied to the objectives of business communications ? 3 + 7
3. Compare and contrast written communication with oral communication.
4. Why is it necessary for a businessman to make use of a combination of the various media of communication ?

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5. What are the main barriers to organizational communication ? What is meant by status consciousness ? How does it impede the smooth flow of communication ? 3 + 3 + 4
6. Write a sales letter introducing pocket size mobile phones.
7. In the capacity of a branch bank manager write a letter to the head office recommending a loan to customer.
8. Your company's baby food is facing competition from a rival product introduced recently. You have been asked to visit the southern zone and investigate the matter. Prepare a report containing your findings to be submitted to the Chairman.
9. Write a press report on the power of youth on today's society.
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