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Your Roll No.....

9587

B.Com. (Hons.)/I

B

Paper VII (a)—BUSINESS COMMUNICATION

(Admission of 2004 and onwards)

Time : 2 Hours

Maximum Marks : 50

(Write your Roll No. on the top immediately on receipt of this question paper.)

Note :— The maximum marks printed on the question paper are applicable for the candidates registered with the School of Open Learning. These marks will, however, be scaled down proportionately in respect of the students of regular colleges, at the time of posting of awards for compilation of result.

(Write your answer in English only)

All questions are compulsory.

1. Write short notes of 50-60 words each on any five of the following : 5×3=15

(a) Audio signs

(b) Paralanguage

P.T.O.

- (c) Grapevine
- (d) Last resort letters
- (e) Endnotes and Footnotes
- (f) Bibliography
- (g) Physical barriers in communication.

2. Answer the following in about 200 words each : $2 \times 6 = 12$

- (A) (i) What do you mean by formal communication ?
Explain its functions and advantages.

Or

- (ii) Explain the main directions of communication highlighting their respective functions.

- (B) (i) What are the *two* types of communication ?
Explain non-verbal communication in detail.

Or

- (ii) Draft an office order giving the details of continued absence of an employee and the proposed action to be taken against him/her.

3. (A) (i) Write a memorandum from Vice-President, Finance to Finance Manager of ABC Company, informing him about an increase in the Diwali bonus for all the employees.

Or

- (ii) Draft the notification and agenda of a meeting of the Board of Directors of a company to take up the following matters :

- Confirmation of minutes.
- A proposal to open a new branch in Gurgaon.
- Resignation of Ms. Sarita Sharma from the Board of Directors.

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- (B) (i) The washing machine bought by you is not working in a satisfactory manner. Write a letter of complaint to the company highlighting the problem and seeking appropriate relief.

Or

(ii) Draft a notice regarding the importance of punctuality and adhering to the prescribed lunch timings to streamline the work culture in the office.

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4. Make a precis of the following passage in *one-third* of the original and suggest a suitable title : 3+8=11

Communication is essentially a social affair. Man has evolved a host of different systems of communication which render his social life possible—social life not in the sense of living in packs for hunting or for making war, but in a sense unknown to animals. Most prominent among all these systems of communication is, of course, human speech and language. Human language is not to be equated with the sign systems of animals, for man is not restricted to calling his young, or suggesting mating, or shouting cries of danger; he can with

his remarkable faculties of speech give utterance to almost any thought. Like animals, we too have our inborn instinctive cries of alarm, pain, etc., we say Oh ! Ah ! we have smiles, groans, and tears; we blush, shiver, yawn, and frown. A hen can set her chicks scurrying up to her, by clucking—communication established by a release mechanism—but human language is vastly more than a complicated system of clucking.

The development of language reflects back upon thoughts; for with language thoughts may become organised, new thoughts evolved. Self-awareness and the sense of social responsibility have arisen as a result of organised thoughts. Systems of ethics and law have been built up. Man has become self-conscious, responsible, a social creature.

Speech and writing are by no means our only system of communication. Social intercourse is greatly strengthened by habits of gesture—little movements of the hands and face. With nods, smiles, frowns, hand-shakes, kisses, first shakes, and other gestures we can convey most subtle understanding. Also, we have economic systems for trafficking not in ideas but in material goods and services; the tokens of communication are coins, bonds, letters of credit, and so on. We have conventions of dress, rules of the road, social formalities, and good manners; we have rules of membership and function in business, institutions, and families. But life in the modern world is coming to depend more and more upon "technical" means of communication, telephone and telegraph; radio and printing. Without such technical aids the modern city-state could not exist one week, for it is only by means of them that trade and business can proceed; that

goods and services can be distributed where needed; that railways can run on a schedule; that law and order are maintained; that education is possible. Communication renders true social life practicable, for communication means organisation. Communications have enabled the social unit to grow from the village to the town, to the modern city-state, until today we see organised systems of mutual dependence grown to cover whole hemispheres. Communication engineers have altered the size and shape of the world. (443 words)