

[This question paper contains 2 printed pages]

Sl. No. : 8123 –E GC Your Roll No.
Unique Paper Code : 12033906
Name of the Paper : Business Communication
Name of the course : B.A. (Prog.) SEC
Semester : III

Time: 3 Hours

Maximum Marks: 75

Attempt questions from both Section A and Section B. Do any three questions from Section B.

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

Section A

1. Write short notes in about 75 words on any five of the following: 5*2= 10 marks
 - a. Advantages of Oral Communication
 - b. Grapevine
 - c. Video Conferencing
 - d. Verbal Communication
 - e. Confirmation of Minutes
 - f. Sign Language
 - g. Group Discussion
 - h. Need of Business Correspondence
2. Answer any two of the following questions in about 100 words each: 2*5= 10 marks
 - a. Distinguish between informal and formal channels of communication.
 - b. What are the different forms of oral communication? How can oral communication be made effective?
 - c. Describe the importance of communication in an organization.
 - d. List five main barriers to communication. Explain them with examples.
3. Answer any two of the following questions in about 100 words each: 2*5= 10 marks
 - a. What is non-verbal communication? Explain with examples.
 - b. What are the various channels of communication? Explain their advantages and disadvantages.
 - c. What are the various forms of written communication? Discuss the relative merits and limitations of written communication.
 - d. Discuss the effectiveness of diagonal communication and comment on its limitations.

Section B

4. a. In the light of the decision taken at the annual general body meeting of the Board of Directors of Eureka Forbes, the HR Manager has been asked to make a **presentation** regarding all that needs to be done for the observance of "Cleanliness Month" in November 2016. 7 marks
- b. Draft a **notice** for the students of your college inviting comments and suggestions about how this year's college festival can be made more environmental friendly. You are Latika Gupta/ Rohit Kumar, President, Student Union. 8 marks

P.T.O.

5. a. Draft a **Memo** for an employee granting him/ her permission to join apart-time diploma course in marketing. 7 marks
- b. M/sBiocon Pvt. Ltd. are looking for a Marketing Manager for their company. Send your **CV** for the same. Mention your qualifications and work experience. Write a **covering letter** with your CV. 8 marks
6. a. Draft the **minutes of the meeting** of the Board of Directors of Shraddha Enterprises at which the following matters were discussed:
- Annual increment to be given to the employees for the year 2016-2017.
 - Retirement of CEO Mr. Krishnamurthy.
 - To decide how employees can be convinced to save paper. 7 marks
- b. Imagine you are the Regional Manager of an organization. There has been an accident in the godown of your factory. Write a **report** about the accident mentioning the reasons for the accident. 8 marks
7. a. Write a **letter** to Ms. Suhasini Sen, Senior Sales Manager, Aurobindo Sales Corp., to place an order for 250 file folders, 100 punching machines, 100 staplers (small size), 100 staplers (big size) and 50 cartridges of black ink for office printers. You are Vinita Nanda/ Vinay Khanna, Head, Purchase Department, Unique Enterprises, Mumbai. 7 marks
- b. Write a **letter of complaint** to Ratna Malik, Manager, Dispatch Department, Vasundhara Building Enterprise, telling her about the faulty building material received. Mention all the items that are found to be below standard and their quantity. Ask her to replace the said items or the payment will not be made to her Enterprise. You are Ritika Lehari/ Latit Suri, Head, Procurement Department, Ashwin Housing Society. 8 marks
8. a. Write the **correct spellings** of the following words: 5 marks
 apollogy, ommited, receipt, harrasment, beniffitted, adress, writting, vaccuum, carreer, nieghbor.
- b. Complete the following dialogue to make the meaning clear: 5 marks
 Rajiv: Hello!-----
 Satish: Good Morning. I am going for a holiday to Goa.
 Rita: How is the preparation for exams going on?
 Ravi: -----
 Sheila: What is your programme for today?
 Vinita: -----
 Radha: How is the health of your mother now?
 Veena: -----
 Mohit: Are you going to Rakesh's party?
 Ajay: -----
- c. Correct the sentences: 5 marks
 (i) They had to order for stationery.
 (ii) He had to resign from the job.
 (iii) You tried your best, isn't it?
 (iv) According to my opinion, she is the right choice for the job.
 (v) The board of directors wanted to discuss about the problem.