

**BACHELOR OF COMMERCE (HONS)
FIRST SEMESTER [REPEAT]
BUSINESS COMMUNICATION
BCM - 101**

Duration : 3 hrs.

Full Marks: 70

Time : 30 mins.

(PART-A: Objective)

Marks : 20

Choose the correct answer from the following:

1 × 20 = 20

1. The most important goal of business communication is _____.
a. favorable relationship between sender and receiver
b. organizational goodwill
c. receiver response
d. receiver understanding
2. The formal greeting with which a business letter begins is called _____.
a. Reference
b. Subject
c. Salutation
d. Body copy
3. Which one of the following is non-verbal communication
a. Facial expression
b. Appearance
c. Posture
d. All of the above.
4. The handshake that conveys confidence is _____.
a. Limp
b. Firm
c. Loose
d. Double
5. Communication is the task of imparting _____.
a. Training
b. Information
c. Knowledge
d. Message
6. Body of a letter is divided into how many parts.
a. 1
b. 2
c. 3
d. 4
7. Which one of the following is the most effective ways of communication?
a. verbal
b. Non verbal
c. Written
d. All of the above.
8. Interaction between three to twelve people who share a common goal, a sense of commitment, and who attempt to influence one another is known as _____.
a. Business Communication
b. Small-group communication
c. Personal Communication
d. Rhetorical communication
9. Goals help us to _____.
a. Communicate
b. Be superior
c. Control
d. Motivate

10. An effective oral presentation process follows how many parts?
 a. 3
 b. 4
 c. 5
 d. 6
11. Business letters produce immediate effect because they are:
 a. Interesting
 b. Brief
 c. Formal
 d. Informal
12. A memorandum (memo) is considered a brief form of written communication for:
 a. Internal use
 b. External use
 c. Formal use
 d. Legal use
13. Good business letters are characterized by which one of the following personal quality of the writer:
 a. Seriousness
 b. Sincerity
 c. Formality
 d. Humour
14. Which one of the following is a correct dateline for a business letter?
 a. August, 20, 1998
 b. 20-Aug-98
 c. August 20, 1998
 d. Aug 20 1998
15. Which one of the following is not part of a cover letter?
 a. Salutation
 b. Return address
 c. References
 d. Close
16. The group discussion assesses the candidate's ability to:
 a. Control others
 b. Confer with others on a specified subject
 c. Argue with others
 d. Lead others
17. Which one of the following is not revealed in a bio-data?
 a. Career aim
 b. Address
 c. Name
 d. References
18. What is the preliminary objective in a group discussion?
 a. catch the group's attention
 b. prove your superiority
 c. act as a self-appointed leader of the group
 d. create sub-groups
19. In an interview when you do not know an answer, you should:
 a. Bluff
 b. Remain quiet
 c. confess that you do not know the answer
 d. keep guessing
20. "Tease" or "stress" questions are asked to judge the candidate's
 a. intelligence quotient
 b. Technical skill
 c. how the candidate handles them
 d. Stress level

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(PART-B : Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

[Answer question no.(1) & any four (4) from the rest]

1. Explain different types of business letter. 10
2. You are the librarian of SBOA School, Chennai. You had placed an order for textbooks with Siva Book House. Since the books did not arrive on time, you have decided to cancel the order. Write a letter to the Manager, Siva Book House, Chennai, cancelling the order. 10
3. Define Business Communication. Explain the importance of business communication. 3+7=10
4. What are the 4 P's of presentation? What are the importance items in effective presentation? 4+6=10
5. What are the different forms of communication Barriers? Explain 10
6. The Chief Minister of Meghalaya, Mr. Conrad Sangma visited University of Science & Technology Meghalaya on 11th Nov 2021 as the university celebrates its success of Grade 'A' awarded by NAAC. Write a report for your University on the program organized there in 150-200 words. 10
7. What are the different types of Vocabulary? What are the ways to improve your Vocabulary? 5+5=10
8. Assume that you are the Principal of ABC School, Guwahati. Draft a memo requesting all the teachers and staff members to attend the farewell ceremony of Mr. Das, to be held at 1 p.m. on March 3, 2022 at School Auditorium. 10

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