

Thursday

28/11/2019 morning

Your Roll No.....

4

S. No. of Ques. Paper: 2678

Unique Paper Code: 12033906

Name of the Paper: Business Communication

Name of the Course: B. A. (Hons.) SEC

Semester:

Duration: 3 Hours

Maximum Marks: 75

(Write your Roll No. on top immediately after receiving this paper)

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

Section A

Q1. Write short notes, in about 75 words each, on any five of the following: 5*2=10 marks

- (a) Rhetoric
- (b) Oral Presentation
- (c) Gender
- (d) Encoding
- (e) Dilution
- (f) Stress Interview
- (g) Inappropriate Media
- (h) Video Conferencing

Q2. Answer any two of the following in about 100 words each: 5*2=10 marks

- (a) What are the different kinds of communication networks? Explain.
- (b) What are the advantages and disadvantages of using the telephone as a means of communication?
- (c) What do you by upward and downward means of communication? Explain in detail.
- (d) What do you understand from the vertical, horizontal and diagonal flow of communication? Explain in detail.

Q3. Answer any two of the following in about 100 words each: 5*2=10 marks

- (a) What are the differences between written and oral communication?
- (b) What do you understand by Kinesics? Explain in detail.
- (c) Explain Paralanguage and Proxemics in detail.
- (d) What do you understand by Chronemics and Haptics? Explain.

Section B

Q4. (a) Write a short report proposing the re-organization of the office set-up of your company. You are the Secretary of the company. 8 marks

(b) Write an email to the Marketing Head of a company, giving information about the new products your company has launched. 7 marks

Q5. (a) Draft the minutes of the meeting of the Board of Directors of White Leaf Enterprises, Delhi, at which the followings matters were discussed: 8 marks

- (1) Welcome of the new Chairperson.

(2) Procurement of the new RO system for clean drinking water for the office staff.

(3) Complaint against the Head (Finance) for the fraud of fifty lakh rupees.

(b) Write a **report** to the VP of your company about the code of conduct, punctuality and cleanliness being practiced by the employees of the company. 7 marks

Q6. Write a **letter** to all the employees of your company asking them to submit the particulars of the savings they have made for the current financial year of 2018-2019 for the purpose of calculating their tax. You are the Head, Finance Department. 8 marks

(b) Write a **field report** about the survey you had conducted of the existing security measures around the power plant and your suggestions for making the place safer and more secure. Write the cover page, table of contents and executive summary of the report. 7 marks

Q7. Write a **letter of inquiry** about the goods you had ordered a month back to M/s Naveen Electronics, Delhi. Mention the details of all the goods ordered. 8 marks

(b) Write an **email** to all the employees emphasizing the need for observing punctuality and to stick to the time of lunch hour to work better for the company. 7 marks

Q8. (a) Make **sentences** with **any five** words/ phrases to make their meaning clear in a business context: 5 marks

Grapevine, gossip, division of labour, feedback, physical barrier, conflict, procedures, hierarchy, management, innovative.

(b) Complete the sentences with the **correct word**: 5 marks

Innovative, responsible, profits, productivity, traditional.

(1) The salary is quite low for such a -----position.

(2) Automation of the plant has resulted in grater -----.

(3) He is going to change the system completely with his ----- ideas.

(4) She prefers to do things in the ----- way.

(5) The employees are quite happy as the company has made huge -----.

(c) Fill in the blanks with the **correct phrase**: 5 marks

Look back, think about, one of the many, ran into, together with.

(1) Here is ----- bracelets you are looking for.

(2) They ---- and see many happy memories.

(3) She ----- her friend in the supermarket.

(4) She went to watch the movie ----- her friends.

(5) The old people are known to ----- their past a lot.