

**2023/TDC(CBCS)/ODD/SEM/  
COMAECC-101T/BBAECC-101T/321**

**TDC (CBCS) Odd Semester Exam., 2023**

**COMMERCE**

**( 1st Semester )**

Course No. : COMAECC-101T/BBAECC-101T

**( Business Communication )**

*Full Marks : 50*

*Pass Marks : 20*

*Time : 3 hours*

*The figures in the margin indicate full marks  
for the questions*

**SECTION—A**

Answer *fifteen* questions as directed, selecting any  
*three* from each Unit :  $1 \times 15 = 15$

**UNIT—I**

1. What is communication noise?
2. What is non-verbal communication?
3. What is formal communication?

( 2 )

4. Whenever we make the use of words, it is \_\_\_\_\_.  
( Fill in the blank )

UNIT—II

5. What are adjustment letters?  
6. What are persuasive letters?  
7. Why is effective writing pre-requisite for business correspondence?  
8. \_\_\_\_\_ letters are written to convey sympathy and express moral support to the other person.  
( Fill in the blank )

UNIT—III

9. What are memorandums?  
10. What is inter-office memo?  
11. What is meant by resolution?  
12. \_\_\_\_\_ is a list of items to be considered at a meeting.  
( Fill in the blank )

24J/320

( Continued )

( 3 )

UNIT—IV

13. What is a business report?  
14. What are committee reports?  
15. Name some components in prefatory part of a report.  
16. \_\_\_\_\_ reports are prepared by technical experts in a specific technical area.  
( Fill in the blank )

UNIT—V

17. What is meant by monologue presentation?  
18. Why are audio-visuals used in communications?  
19. Name two supporting materials for making communication effective.  
20. \_\_\_\_\_ supplement the verbal communication.  
( Fill in the blank )

24J/320

( Turn Over )

( 4 )

SECTION—B

Answer *five* questions, selecting *one* from each  
Unit : 2×5=10

UNIT—I

21. Name the elements of communication process.

22. Differentiate between oral and written communications.

UNIT—II

23. When are persuasive letters used? State any two purposes.

24. Name the different parts of a business letter.

UNIT—III

25. Differentiate between notice and agenda.

26. What are minutes of a meeting?

24J/320

( Continued )

( 5 )

UNIT—IV

27. What are the importances of business report? State any two important points of business report.

28. Differentiate between statutory and non-statutory reports.

UNIT—V

29. State two advantages of PowerPoint presentation.

30. Differentiate between speech and presentation.

SECTION—C

Answer *five* questions, selecting *one* from each  
Unit : 5×5=25

UNIT—I

31. Write a detailed note on the various types of communication barriers.

32. What is grapevine communication? How can it be used effectively in an organization? 1+4=5

24J/320

( Turn Over )

( 6 )

UNIT—II

33. What are business letters? State the purpose served by a business letter. 2+3=5
34. Write an enquiry letter to IT Infotech Pvt. Ltd. asking for quotations of their computers.

UNIT—III

35. What is resume? What points should be considered for writing resume? 2+3=5
36. Draft a job application addressed to the Managing Director of Maruti Udyog Limited with reference to their advertisement in the *Hindustan Times* for the post of Sales Manager.

UNIT—IV

37. Discuss the essentials of a good business report.
38. Write a business report mentioning about the declining sales of refrigerators in LG Company.

24J/320

( Continued )

( 7 )

UNIT—V

39. Why are oral communications important in business? Discuss.
40. Mention some essential characteristics of a good speech.

\*\*\*

24J—1150/320 COMAECC-101T/BBAECC-101T/321

2023/TDC(CBCS)/ODD/SEM/