



**AAL-002-001406**

Seat No. \_\_\_\_\_

**B. Com. (Sem. IV) (CBCS) Examination**

**March / April – 2016**

**Business Communication : Paper - II**

*(New Course)*

**Faculty Code : 002**

**Subject Code : 001406**

Time :  $2\frac{1}{2}$  Hours]

[Total Marks : 70

**Instructions :**

- (1) Attempt all questions.
- (2) Figures to the right indicate marks.

**1 Choose the correct option and write in your answer book : 20**

(1) The purpose of communication is to get a \_\_\_\_\_ response.

- |                |              |
|----------------|--------------|
| (A) bad        | (B) definite |
| (C) indefinite | (D) poor     |

(2) \_\_\_\_\_ enables us to divide the content of the letter into logical units.

- |                  |                  |
|------------------|------------------|
| (A) setting      | (B) scaling      |
| (C) paragraphing | (D) para-sailing |

(3) Sales letters are \_\_\_\_\_ in nature.

- |             |                |
|-------------|----------------|
| (A) perfect | (B) persuasive |
| (C) weak    | (D) good       |

(4) Telephone is one of the most important forms of \_\_\_\_\_ communication.

- |             |            |
|-------------|------------|
| (A) written | (B) ugly   |
| (C) oral    | (D) orally |

- (5) Semantics is the systematic study of \_\_\_\_\_  
(A) opposite (B) meaning  
(C) letters (D) theory
- (6) \_\_\_\_\_ means word specific to a field.  
(A) Morgan (B) Slogan  
(C) Jargon (D) Wagon
- (7) \_\_\_\_\_ means repetition of words that add nothing to the sense.  
(A) Elegy (B) Tautology  
(C) Telepathy (D) Toelogy
- (8) Conciseness means using as \_\_\_\_\_ words as possible.  
(A) many (B) more  
(C) few (D) equal
- (9) \_\_\_\_\_ is the result of using many words which could be expressed in fewer words.  
(A) verbology (B) verbosity  
(C) verbosetti (D) verbal
- (10) We received an official definition for \_\_\_\_\_ on 24<sup>th</sup> Oct. 1995.  
(A) extranet (B) paper net  
(C) internet (D) imtirnet
- (11) Newspapers were first published in \_\_\_\_\_ century.  
(A) 17<sup>th</sup> (B) 18<sup>th</sup>  
(C) 19<sup>th</sup> (D) 20<sup>th</sup>
- (12) Marconi invented Radio in \_\_\_\_\_  
(A) 1903 (B) 1902  
(C) 1904 (D) 1901

- (13) The first Indian \_\_\_\_\_ was Alam Ara.  
(A) talkie (B) walkie  
(C) hockey (D) jockey
- (14) \_\_\_\_\_ letters are written in a series.  
(A) collective (B) subjective  
(C) effective (D) collection
- (15) Perception is at the \_\_\_\_\_ level.  
(A) physical (B) mental  
(C) emotional (D) vertical
- (16) \_\_\_\_\_ differences often come up as communication barriers.  
(A) Radical (B) Satirical  
(C) Periodical (D) Cultural
- (17) Understanding is at the level of \_\_\_\_\_.  
(A) intelligence (B) growth  
(C) development (D) dumbness
- (18) A letterhead also contains the \_\_\_\_\_ of the firm.  
(A) words (B) level  
(C) idiom (D) symbol
- (19) Acceptance is at the \_\_\_\_\_ level.  
(A) emotional (B) top  
(C) middle (D) lower
- (20) Soliciting feedback is a step to overcome \_\_\_\_\_ oriented barrier.  
(A) receiver (B) closer  
(C) reader (D) sender

- 2** Answer in detail : (any **three**) **15**
- (1) What do you mean by cultural barriers ?
  - (2) How can barriers be overcome ?
  - (3) What is the importance of clearness in a business letter ?
  - (4) Explain socio-psychological barriers.
  - (5) What is the importance of courtesy in a business letter ?

- 3** Write short notes on any **three** of the following : **15**
- (1) Functions of mass media
  - (2) E-mail
  - (3) Your attitude
  - (4) Outward appearance of a business letter
  - (5) Essential qualities of a business letter.

- 4** Draft a letter of complaint regarding the receipt of defective goods. **10**

**OR**

- 4** Draft a suitable reply to a customer who has complained about damaged crockery items supplied. **10**
- 5** A customer has failed to pay the dues despite five reminders. **10**  
Write a letter telling him to pay the outstanding amount within a fortnight to avoid strict legal action.

**OR**

- 5** Write a Sales letter on any one of the following products : **10**
- (1) Bathing soap
  - (2) "Two-minutes noodles"
  - (3) Washing machine.