

MID-WESTERN UNIVERSITY
SCHOOL OF MANAGEMENT (MUSOM)
(An Autonomous Institution)
FINAL EXAMINATION: 2021
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER –II

Subject: Business Communication
Full Marks: 100

Course Code: MGT 321
Time: 3 Hrs.

Exam Roll No.:

Section A: Multiple Choice Questions (1×15 = 15 Marks) Time: 15 Minutes

Tick (✓) the best answer

1. The process of encoding is manipulated by.....
a. receiver b. sender c. writer d. reader
2. Which of the following is not the layout of a business letter?
a. Body b. Content c. Pattern d. Stamp
3. _____ of the letter consists of main message.
a. Heading b. Body c. Greeting d. Closing
4. The following is the most powerful means of communication.
a. Verbal b. Nonverbal c. Written d. Sign
5. As per Newman and Summer Communication is the Exchange of
a. Facts b. Opinion c. Emotions d. All of the above
6. Which of the following principle refers the meaning of brevity?
a. The message should be concise in nature. c. Message should be complete.
b. The message should be clear. d. Message should be simple.
7. How many parts are there in a professional letter?
a. One b. Two c. Three d. Four
8. How many Cs are absolutely popular in the field of Business Communication?
a. Five Cs b. Six Cs c. Seven Cs d. Eight Cs
9. Body of a letter is divided into _____ parts.
a. One b. Two c. Three d. Four
10. Mark said, "Good morning!"
a. Is the use of comma in the list? c. Use of Comma before dialogue
b. Use of Comma to mark out additional information d. All of the above
11. What is the relation between the words 'slowly' and 'lovely'?
a. Both of them are adverb c. Both of them are adjectives
b. First one is adjective and second one is adverb d. First one is adverb and second one is adjective
12. Which of the following is the permanent records for business?
a. Business letters b. Ledgers c. Production reports d. All of the above
13. Use of Jargon in Business Communication
a. Business letters b. Ledgers c. Production reports d. All of the above
14. How are proposal and report interrelated with each other?
a. Proposal is a plan and report is its complete product
b. Proposal is the beginning of an academic journey while report is the destination of it
c. The report is impossible without proposal
d. Both are equally important for academic achievement.
15. Leave your personal life at the front door is concerned with
a. Business Professionalism b. Corporate Culture
c. Nepali Tradition d. Business Etiquette

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You are required to answer in your own words as far as applicable. The figures in the margin indicate the full marks.

Section – B: Short Answer Questions (8 × 5 = 40 Marks)

Answer any eight questions:

1. What is the importance of business communication?
2. Identify the difference between verbal and nonverbal communication.
3. Justify the role of nonverbal communication to achieve success in business.
4. Distinguish between proposal writing and report writing.
5. What are the common types of memos? Briefly describe.
6. Describe briefly about the process of report writing.
7. Enlist the 10 principles of business communication.
8. Make a draft of a short report.
9. Highlight the importance of developing profile in report writing.
10. Make a list of features of a formal letter.

Section – C: Long Answer Questions (3 × 10 = 30 Marks)

Answer any three question:

11. Compare and Contrast proposal writing and report writing in Business Communication. (5+5=10)
12. Explain the role of communication in promoting business performance with relevant examples. (6+4=10)
13. Discuss the process of communication in Business. (10)
14. Describe in detail about the process of report writing. (10)
15. Compare persuasive requests and sales messages. What traits do they share? How are they different? Briefly describe. (3+3+4=10)

Section – D: Case Study (15 Marks)

16. Read the following Case and answer the questions below (5×3=15)

VIACK* / VIACK is the company behind the VIA3 Assured Collaboration Service, a fully secure online collaboration solution. VIA3 enables business and government professionals to meet with colleagues and clients anywhere, working together and sharing information as easily and effectively as if they were in the same conference room. The advantages of the software for clients are savings in downtime, travel and administrative expenses; enhanced productivity; and more responsive service. VIACK Corporation was founded in 1999 and has offices located in Washington, D.C., Arizona and Washington state.

THE CULTURE

VIACK is both functionally and geographically divided. The offices are located in different places due to the location of the talent and the client base. For example, because the engineering talent is located in Redmond, Washington, much of the R&D staff is located there. Because

VIACK is a supplier to the government sector, they have a sales office in Washington, D.C. In addition, their corporate office is located in Scottsdale, Arizona. Amazingly, even with the different locations, VIACK still feels like a small, family-owned business with a very open culture.

COMMUNICATION STRATEGIES VIACK credits the company culture to their own software. They use their online collaborative tool, which they market, for communicating within the company. Rather than a telephone, employees use the collaboration tool with a webcam and a headset. The collaboration tool enables staff to see 14 people on the screen with audio and instant messaging capabilities. Typically, employees gather in a main area, and they can communicate with staff in all of the different locations. In addition to technology, there is a real openness in the attitude of top management. Management frequently stops in and sees employees at the different locations. Face-to-face communication is still used a great deal at VIACK. Especially during challenging times, management ensures that they are accessible. For example, the CEO will go to the engineering facility when there are difficulties getting new products out. These face-to-face communication strategies make sure the staff feels valued and supported. This also encourages staff to express opinions to management. Overall, VIACK is a flat organization without a lot of structure. Using an open door policy and delegating broad areas of responsibilities, the staff works together in an environment of mutual respect. VIACK used to have an anonymous suggestion system, but it is no longer used because people now feel comfortable asking the CEO hard questions

- a. What is the main theme of the passage?
- b. What are the major communicative strategies that VIACK has been following?
- c. Why is VIACK model of communication successful?

THE END