

Mid-West University
Examinations Management Office
Surkhet, Nepal
End-Semester Examination-2080
Bachelor of Business Studies (BBS)
Semester - I

Subject: Business Communication

Course Code: MGMT412/312

Full Marks: 60 Pass Marks: 30

Time: 3:00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** the questions.

1. List out two the main goals of communication in business.
2. Mention one difference between downward and horizontal communication.
3. Write any four formats of writing letters.
4. Define functional resume.
5. Enlist one difference between report and proposal.
6. What is situational interview?
7. How is solicited proposal different from unsolicited proposal?
8. Define parallel structure. Give an example.
9. Explain transitional word. Give two examples.
10. What is adjustment letter?

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any **THREE** questions.

11. Define 7C's of effective communication in business organization with suitable examples. [8]
12. Explain, in detail, the various types of non-verbal cues or communication that enhance our understanding of human behavior. [8]
13. Define job application letter. Draft an impressive cover letter for the post of communication officer to the Manager of Global advertisement, including all the required information and details. [2+6]
14. Define sales letter with two objectives. Prepare a sales letter in full block format with the following clues: Suppose you are a marketing officer. Your company has manufactured foot ware, that includes slipper, sandals, shoes, etc. made up of canvas, leather, plastic or rubber and suitable for every age and for any seasons. [2+6]
15. Change the following in the sentences as instructed in the brackets: [8X1]
 - a. Nobody _____ (know, knows) the trouble I've seen. (Correct form of verb)
 - b. Gopal is a good student, he gets full scholarship to study higher education. (Comma splice)
 - c. Learning to speak English fluently. (Fragment sentence)
 - d. The torn student's book is lying on the table. (Misplaced modifier)
 - e. Dogs are great pets for the following reasons: they are loyal, actively engage you and can be trained. (Parallel structure)
 - f. Teresa's mother asked, "Can't you do anything _____ (beside, besides) complain about your little brother?" (Choose the correct homonym)
 - g. Which one of the following transitional words is used in adding information? (For instance, furthermore, in contrast)
 - h. Gita said what're you doing today (Put appropriate punctuation signs)

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any **TWO** questions.

16. Define interview. Explain the different types of interviews. What are the preparations required to be done by any candidate to make an interview successful? [2+6+5]
17. Explain report. Prepare an informal report on any one (Trip/ Incident/ Progress) report with the suitable headings and subheadings including all the required information for their particular type. [3+10]
18. Describe business communication. Explain, in brief, the process of communication with a suitable diagram. Mention any two types of communication with their pros and cons. [2+6+5]

THE END