

MID-WESTERN UNIVERSITY
FACULTY OF MANAGEMENT
FINAL EXAMINATION: 2073
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER - I

Subject: Communication Techniques in Business
Full Marks: 100

Course Code: MGMT 312
Time: 3 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 2 = 20 MARKS)

Answer **ALL** questions.

- Q1. Mention any four objectives of communication in business.
- Q2. List out two similarities and differences between verbal and non-verbal communication.
- Q3. Write down any six essential components of business letter.
- Q4. Name different formats of business letter.
- Q5. Enumerate the different components of resume.
- Q6. Why is good news letters different from bad news letters? Give any two reasons.
- Q7. Define sentence fragment. Give example of sentence fragment and make it complete sentence.
- Q8. What are the different types of interview?
- Q9. Write two transitional words or phrases and use them in your own sentences.
- Q10. List four things you would do to make your interview effective.

SECTION B: SHORT ANSWER QUESTIONS (6 X 8 = 48 MARKS)

Answer any **SIX** questions.

- Q11. List out the potential barriers in Business Communication. Also mention strategies to overcome them. (4+4)
- Q12. Define the process of communication with suitable diagram labelling it with example. (2+6)
- Q13. Enlist 7C's of communication. Define each of them in brief. (3+5)
- Q14. What are the different types of proposal? Describe each of them with example. (3+5)
- Q15. Your organization has decided to buy some furniture for its new branch office. Being a marketing manager, you're responsible to know the specification of different furniture items in terms of size, price, warranty, delivery, maintenance and inquisition you've before ordering them. Draft an inquiry letter to ABC furniture industry asking for quotation in a full block format. (8)
- Q16. Draft a job application letter for the post of accountant in ABC Enterprises Pvt. Ltd. to General Manager including all the required components in Modified format. (8)
- Q17. What is adjustment letter? Write differences between partial and full adjustment letters. (3+5)
- Q18. Fill in the blanks with suitable alternative from the bracket. (1X8)
 - a. Either Gopal or Rita will ask (his/her/their) parents to drive us to the dance.
 - b. The players, as well as the captain, (want, wants) to win.
 - c. She failed in exam (: /; /,) however, she didn't lose her hope.
 - d. An incomplete sentence which doesn't give complete sense is called _____ clause.
(independent, dependent, compound)
 - e. A mistake in punctuation by putting comma to separate two clauses is called _____.
(fused sentence/comma splice/ faulty pronoun)
 - f. Which of the following transitional words is used in giving concluding remarks.
(furthermore, in contrast, to sum up)
 - g. They (lose/loose) their temper at the time of talking.
 - h. A cat catches (his/her/its) kitten in mouth.

SECTION C: LONG ANSWER QUESTIONS (2 X 16 = 32 MARKS)

Answer any **TWO** questions.

- Q19. Define meeting minute. Describe in brief the essential topics to be included while writing a meeting minute. Being a secretary of Student Union and welfare organization for BBS first semester, write a meeting minute for a meeting you've conducted about things of students' immediate concern. Include all the necessary components such as agenda discussed, voted, approved in various matters. (2+4+10)
- Q20. Define different purposes of writing sales letter. You have opened a new stationery & Book store in Surkhet and planned to explore it among people. Draft a sales letter including available service, location, competitive price of goods, discount, schemes, delivery service, online shopping, etc. in a simplified format. (4+12)
- Q21. Draft a chronological or functional resume of your own with all the necessary heading to be submitted for your dream job in the future prospects. (16)

