

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATION: 2018
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER – I

Subject: Business Communication
Full Marks: 60

Course Code: MGMT 312
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 X1 = 10 MARKS)

Answer ALL questions.

1. List out any two objectives of communication.
2. Differentiate between verbal and non-verbal communication.
3. Write any two purposes of writing a proposal.
4. Give two reasons for writing business letter.
5. Enlist two things you'd do before you attend for job interview.
6. Write two optional components of business letter with example.
7. Write any two traditional and modern means of communication.
8. Mention two transitional words and use them in your own sentences.
9. Write two commonly confused and misspelled words.
10. Write two examples of sentence fragments.

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

Answer any THREE questions.

11. Write the meaning of communication illustrating 7C's.
12. Explain the process of communication with suitable diagram.
13. Choose the correct answer from the given alternatives:(8X1=8)
 - a) Either Gopal or Hari will ask(his/her/their) parents for picnic.
 - b) A sentence that depends with another clause to be complete in meaning is called clause.
(independent, dependent, compound)
 - c) _____ is the transitional word which is used for giving example. (in addition, for instance, consequently)
 - d) She is a teacher, she teaches in Eager bridge School.(comma splice)
 - e) Gita likes to swim, riding a bicycle and doesn't mind when someone asks her to play badminton.
(parallel structure)
 - f) He had a heart attack almost. (modifier)
 - g) When the bus reached the station, it was almost empty. (faulty pronoun reference)
 - h) They (lose/loose) their temper at the time of talking.
14. Write short notes on: (Any two) (4X2=8)
 - a) Barriers of communication
 - b) Vertical Communication
 - c) Behavioral interview

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

Answer any TWO questions.

15. Define Sales letter. Enumerate the objective and importance of writing sales letter. Prepare a sales letter including the following clues: You've opened a hotel in your locality. Mention all the facilities and luxuries it provides to the customers. Draft a sales letter including all the required components in full block format. (2+3+8)
16. Define resume. List out different functions of resume. Prepare a resume of your own including all the required topics. (2+3+8)
17. What is meeting minutes? Enlist important topics to be included while preparing meeting minutes. Draft a meeting minutes of your own including all the necessary headings. (2+3+8)