

2 SEM TDC BUCN 1 (G/S) N/O

2017

(May)

Qop 15656 (128)
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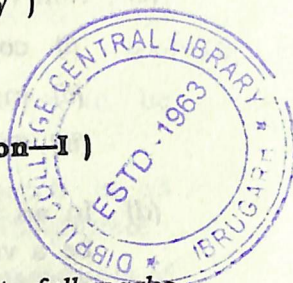
COMMERCE

(General/Speciality)

Course : 201

(**Business Communication—I**)

Time : 3 hours



*The figures in the margin indicate full marks
for the questions*

(New Course)

Full Marks : 80

Pass Marks : 24

1. Select the right alternative : 1×4=4

(a) The management section of a proposal indicates

(i) the nature of the problem

(ii) how the proposed task would be completed

(iii) the items of anticipated expenditure

(2)

- (b) The main speech on any occasion is the
- (i) welcome address
 - (ii) vote of thanks
 - (iii) keynote address
- (c) Non-verbal communication is
- (i) conscious and deliberate
 - (ii) instinctive and spontaneous
 - (iii) voluntary and intended
- (d) In an interview, the final selection can be a very challenging task, when
- (i) candidates are few and the number of vacancies are many
 - (ii) number of candidates and vacancies are equal
 - (iii) candidates are many and vacancies are few

2. State whether the following statements are True or False :

1×4=4

- (a) In an informational report, the structure is always in the form of introduction, text, and conclusion.
- (b) A presenter should never summarise at the end of his/her presentation.

P7/574

(Continued)

(3)

- (c) Unlike verbal communication, which has limitations in terms of reach, non-verbal communication is universal in reach.
- (d) A resumé is a form of advertising.

3. Answer the following questions in about 100 words each : 4×4=16

- (a) Briefly enumerate the steps to be followed in planning a report.
- (b) Effective delivery of a speech is as important as the content. Substantiate.
- (c) List and briefly explain the essentials of good listening.
- (d) How would you prepare yourself for a job interview?

4. (a) Define proposal. Briefly describe the different sections of a proposal. 4+10=14

Or

- (b) What do you mean by a short report? Imagine you are the Senior Marketing Manager of Tata Tiscon Corporation, Guwahati and prepare a report in the memo format on declining sales of Tata Tiscon TMT Bars in the north-eastern region. The report to be submitted to the Managing Director of the Corporation.

2+12=14

(Turn Over)

P7/574

(4)

5. (a) What do you mean by a speech? What strategies would you adopt for planning and preparing a speech? $3+11=14$

Or

- (b) List the visuals used in oral presentations. Enumerate any six merits of PowerPoint presentations.

$2+12=14$

6. (a) Distinguish between verbal and non-verbal languages. Explain briefly the advantages and limitations of non-verbal language. $4+10=14$

Or

- (b) Indicate the importance of listening in service organizations. List and explain any five strategies to improve your listening skills. $4+10=14$

7. (a) "Wanted Chief Accountant in a Multinational Company. The candidate must be ICWA Examination passed and above 40 years. Experience of 5 years as Assistant Accountant or in similar position is essential. Pay ₹60,000 plus free accommodation and LTC once in two years."

P7/574

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(5)

Write an application to the Executive Director, Anderson & Company, New Delhi, in response to the above advertisement published in *The Hindustan Times*, dated April 28, 2017. 14

Or

- (b) "National Electronics Corporation, Mumbai, invites applications for the post of a Finance Officer in the pay scale of ₹37,400-₹67,000 (likely to be revised) plus grade pay ₹8,900 with allowances at Central Government rates. The candidate must have M.Com degree in Finance and Accounts and a minimum of 10 years experience as Accountant, including computerization of accounts, handling of Income-tax matters, preparation of budget proposals, auditing of accounts, etc."

Prepare a resume to be submitted along with your application in response to the above advertisement published in *The Times of India*, dated April 25, 2017. 14

P7/574

(Turn Over)