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BBA - 1st Sem.

59 Papers

Total number of printed pages— 8

47 (1) EEBC 1-1

2010

**EFFECTIVE ENGLISH & BUSINESS
COMMUNICATION**

Paper : 1-1

Full Marks : 80

Time : Three hours

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

1. (A) Choose the correct answer : $1 \times 5 = 5$

(i) A write-up for a newspaper at the beginning of a new T.V. channel will be known by the term —

- (a) Memo
- (b) Press Release
- (c) Letter
- (d) Proposal.

Cont

- Aug 9-8 2
- (ii) Group discussion is a form of —
- (a) One way communication
 - (b) Interpersonal communication
 - (c) Intrapersonal communication
 - (d) None of the above.

(iii) The primary purpose of a Good News letter is

- (a) To express a negative purpose.
- (b) To deemphasize any negative element.
- (c) To maintain as much goodwill as possible.
- (d) To motivate the reader for desired action.

(iv) Which is not a characteristic of a good Report —

- (a) Objectivity.
- (b) Clarity.
- (c) Lengthy.
- (d) Accuracy.

(v) The purpose of Business presentation is .

- (a) To ask questions.
- (b) To listen.

- (c) To take down notes.
- (d) To give information.

(B) Say whether the following statements are True *or* False. 1×5=5

(i) Communication is complete and perfect when the receiver understands the message in the same sense and spirit as the sender intends to convey.

(ii) Neither the sender nor the receiver is accountable to authority in formal communication.

(iii) Formal groups are groups which emerge spontaneously without deliberate design to meet social needs.

(iv) Business Letters act as valid document and evidence of the contracts between two parties.

(v) Gestures are not complimentary to verbal communication.

2. Answer the following questions : *(any five)* 2×5=10

(a) What is a 'Notice' ?

(b) Differentiate between an Essay and a Memo.

(c) What do you understand by 'Body' of a business letter?

(d) Mention the parts of a Long Report.

(e) What is Monologue Presentation?

(f) What is the difference between business writing and creative writing?

(g) Explain two-way communication.

3. Answer the following questions : *(any four)*
5×4=20

(a) Write about the importance of communication in Business Organisations.

(b) Write about the essential attributes of Press Releases.

(c) What is a memo? Enumerate the advantages of a memo.

(d) What is an Executive Summary? Present the format of an Executive Summary.

(e) Describe Formal and Informal communication with their advantages and disadvantages.

(f) Illustrate the concept of Communication.

4. (I) Correct the following sentences : (any five)
1×5=5

(a) The views of the kanchanjangha is fascinating.

(b) Whom do you think is the culprit ?

(c) Little knowledge is better than none.

(d) Assam Tribune is a popular newspaper in Assam.

(e) She holds the baby with her both hands.

(f) He is one of the best boy in the class.

(g) He is desirous to visiting Agra.

(II) Frame words with the following prefixes and suffixes. Mention the word class of the framed words. 1×6=6

Anti, out, Post (Prefix),

- dom , -ment, - ism (Suffix)

(III) Rewrite the following sentences using the verbs in the brackets in their correct tense forms : *(any five)* 1×5=5

- (a) The river (flow) under the bridge.
- (b) I wish my brother (be) here.
- (c) He told me that he (finish) the work.
- (d) When (do) the coffee house reopen.
- (e) I (study) English for five years.
- (f) I (be) twenty next Saturday.
- (g) India (win) a lot of prizes in the recent Commonwealth Games.

(IV) Frame sentences with the following : *(any four)* 1×4=4

- (a) A hard nut to crack.
- (b) Once in a blue moon.
- (c) Know the ropes.
- (d) New kid on the block.

(e) Hold your horses.

(f) In black and white.

(V) Change the narration of the following :

1×3=3

(a) The manager said to the workers,
"Come in time".

(b) He said that he would write the report.

(c) Reena said to me, "I am going to
Kolkata tomorrow."

(VI) Punctuate the following :

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Seaview holiday park is set in rolling Sussex
country-side only a few miles from the sea
there are 200 acres to enjoy and explore and
the holiday homes are situated in the most
picturesque part of the park amongst trees
bushes and gentle screening everywhere you
look there is a feeling of space and peace.

5. What is a Project Report? Discuss the various
contents of a Project Report.

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OR

Suppose you are the manufacturer of Time Watches based at Bangalore. Now prepare business letter as a reply to the Guwahati based dealer mentioning a detailed quotation of your products. The quotation may include

- (i) Prices of all the models.
- (ii) The discount offered to dealers
- (iii) Mode of payment
- (iv) Mode of transportation
- (v) The guarantee period to be offered.
- (vi) Delivery period.
- (vii) Any extra advantage provided.