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47 (1) EEBC 1-1

2013

**EFFECTIVE ENG. & 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) Non verbal communication helps balance the impact of the :
- (a) spoken message
 - (b) written message
 - (c) audio message
 - (d) visual message.

Contd.

- (ii) Promotions and incentives are decided and declared on the basis of :
- (a) informational reports
 - (b) written reports
 - (c) confidential reports
 - (d) functional reports.
- (iii) A business presentation is made to :
- (a) give information
 - (b) to order goods
 - (c) to despatch letters
 - (d) to talk.
- (iv) The strategy adopted to compose a sales letter is known as :
- (a) DIDA
 - (b) AIDA
 - (c) DDIA
 - (d) DDAI.

- (v) Communication through mass media such as television, internet, films, publications and so on and so forth is known as :

- (a) whole communication
- (b) public communication
- (c) mass communication
- (d) public communication.

(B) Say whether the following statements are true or false : 1×5=5

- (i) One who initiates the communication process is known as the sender.
- (ii) Noise is not a common physical barrier to communication.
- (iii) Eye-contact is an important facet of non-verbal communication.
- (iv) The complimentary close of a letter is dictated by the salutation of a letter.
- (v) Horizontal or lateral communication takes place between managers and subordinates.

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

- (a) What are the advantages of formal communication?
- (b) What is the usefulness of an Executive Summary?
- (c) Mention the various parts of a Project Report.
- (d) Write *two* disadvantages of one-way communication.
- (e) What do you understand by the term 'whole communication'?
- (f) In what ways is a memo different from a business letter?
- (g) What is the speciality of a Quotation letter?

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

- (a) What are the elements of the process of communication?
- (b) What are the differences between intrapersonal and interpersonal communication?
- (c) Mention the objectives a circular letter.

(d) When and how are adjustment letters written?

(e) What are the essentials of a good press note?

(f) Suggest measures to overcome communication barriers.

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

(i) He was appointed as the Head Clerk.

(ii) They did not reply our enquiry.

(iii) Suman completed a two years course in typing.

(iv) They chased with us to our home.

(v) She has returned back from college.

(vi) This is the good variety of apple.

II. Fill in the blanks with suitable prepositions :
(any two) 1×2=2

(i) I've no objection _____ going there.

(ii) Sita is looking _____ the keys.

(iii) We were astonished _____ his strange behaviour.

III. Rewrite the following sentences using the verbs in brackets in their correct tense forms :
(any five) $1 \times 5 = 5$

- (a) Look, a man _____ after the bus !
(run)
- (b) By this time tomorrow, Ram _____
from London. (arrive)
- (c) It is time you _____ some manners.
(learn)
- (d) My father _____ a magazine when
the phone rang. (read)
- (e) Mr. Das _____ in Guwahati since
1995. (live)
- (f) I wish I _____ the job. (accept)

IV. Frame sentences with the following :
(any five) $1 \times 5 = 5$

- (i) lose heart
- (ii) from rags to riches
- (iii) last but not the least
- (iv) out of the blue

- (v) start from scratch
- (vi) black sheep.

V. Change the narration of the following sentences : $2 \times 2 = 4$

- (i) The CEO said, "I am working very hard to achieve the target."
- (ii) The salesman requested the customer to buy that crockery set.

VI. Write the antonyms of the following words :
(any four) $1 \times 4 = 4$

- (i) barren
- (ii) tangible
- (iii) dissuade
- (iv) abundant
- (v) regress.

VII. Punctuate the following : $2 \times 1 = 2$

he said i keep planning to make notes but i never do get round to it what about you.

VIII. Use the correct forms of the words in the following : (*any three*) . 1×3=

(i) They were totally _____ after swimming to the island. (exhaust)

(ii) Taking everything into _____, I wouldn't like to live alone. (consider)

(iii) He has a _____ business empire. (flourish)

(iv) Older workers acquire skill and _____ . (judge)

5. Answer *any one* of the following : 10×1=10

Write a complaint letter to Agro Pharma Limited for the inferior quality of chemicals supplied, against your order for the same.

OR

Write a collection letter to an erring customer who has regularly failed to clear his dues.