

Enrolment Number										
------------------	--	--	--	--	--	--	--	--	--	--

Total No. of printed pages = 02

Monsoon, 2023
UG Semester Examinations
Business Communication
Course Code: BEN23160T

Full Marks – 50

Time – 2 hours

The figure in the margin indicates full marks for the questions.

I. Select the correct answer from the Multiple Choice Question (MCQ) given below 1x10=10

- 1) Choose the correct statement:
 - a) Business letter is used in internal communication.
 - b) Business letter is formal in nature
 - c) Business letters is used as external communication.
 - d) All the above statements are correct.
- 2) In presentation which things play equal role?
 - (a) Content and voice
 - (b) Text and font
 - (c) Time and size
 - (d) Sort and indent
- 3) What is technical communication?
 - (a) Use of technical language
 - (b) Pun
 - (c) Symbols
 - (d) Slangs
- 4) Which of the following sentences is the most suitable as a topic sentence for a paragraph about the importance of time management in the workplace?
 - a. There are various skills that employees should develop to succeed in their careers.
 - b. Time management is a critical skill that significantly impacts productivity and success in the workplace.
 - c. Many factors contribute to a positive work environment, including teamwork and effective communication.
 - d. The office has recently implemented new policies to enhance employee engagement and satisfaction.
- 5) What is the proper way to address someone in a formal business setting?
 - a. Use their first name only
 - b. Address them by their title and last name
 - c. Use a nickname if you know one
 - d. Avoid using any form of address
- 6) Which International Phonetic Alphabet (IPA) symbol represents the voiceless dental fricative sound, as in the English word "thankyou"
 - a. /θ/
 - b. /ð/

- c. /s/
- d. /z/

- 7) What aspect of grooming contributes to making a positive first impression during job interviews or business meetings?
 - a. Wearing bold and attention-grabbing accessories
 - b. Having an elaborate hairstyle
 - c. Maintaining good personal hygiene and a neat appearance
 - d. Ignoring grooming altogether
- 8) Proxemics is associated with
 - a. voice
 - b. time
 - c. space
 - d. eye contact
- 9) What is the IPA symbol for the vowel sound found in the words "shirt" and "girl"
 - a. /i/
 - b. /ɜ:/
 - c. /ɪ/
 - d. /ʌ/
- 10) Which of the following is a key factor contributing to a successful group discussion?
 - a. Speaking louder than others to ensure your ideas are heard
 - b. Dominating the conversation to showcase individual knowledge
 - c. Actively listening to others and building on their ideas
 - d. Avoiding eye contact to minimize distractions

II. Write the answers of the any four questions given below: (200 to 250 words) 5 x 2= 10

- 1) What is Communication? Write the process of communication.
- 2) What are the three parts of a paragraph? Explain
- 3) Write are the characteristics of a group leader in GD.
- 4) What is semantic barrier to communication? Explain with a situation.
- 5) What is the difference between CV and Resume?
- 6) Write the difference between hearing and listening.

III. Answer any three out of five questions (out of 5 questions) (250- 30 words) 10 x 3= 30

- 1) How will you prepare for a presentation?
- 2) Explain the barriers to effective communication with proper situational examples.
- 3) Assume you are Ms Sagarika Deka , teaching in a Higher Secondary School. You have received a sample book of English workbook from S.Chand Publishing house, New Delhi 11. However, the C.D attached to the book is found to be in a broken condition. Write a complaint letter to the Publisher regarding the problem and request to exchange the sample book as soon as possible.
- 4) What is Technical Communication? Write the importance of technical communication in Academics.
- 5) Write the difference between Verbal and Non -verbal communication. Describe the four different forms of Non –verbal communication.
