

Your Roll No.....

Sr. No. of Question Paper : 2219  
Unique Paper Code : 12033906  
Name of the Paper : Business Communication  
Name of the Course : B.A. (Prog.) SEC  
Semester : V

J

Duration : 3 Hours

Maximum Marks : 75

(Write your Roll No. immediately on receiving this question paper)

Attempt questions from both Section A and Section B. Do all questions from Section A and any three questions from Section B.

#### SECTION A

1. Write short notes, in about 75 words each, on any five of the following: 5\*2=10 marks

- Feedback
- Video Conferencing
- Paralanguage
- Business Negotiation
- Dilution
- Stress Interview
- Plagiarism
- Gender

2. Answer any two of the following in about 100 words each: 2\*5=10 marks

- What do you understand by the term 'haptics'? Explain.
- What are the disadvantages of formal communication? How can they be overcome?
- What are the differences between oral and written communication? Write minimum five differences.
- 'Grapevine is the quickest way for communication.' Explain all types of grapevine communication.
- Explain the importance of listening in communication.

3. Answer any two of the following in about 100 words each: 2\*5=10 marks

- Explain 'kinesics' in detail.
- What do you understand by flow of communication?
- What are the barriers to communication? Explain.
- What do you understand from sign language?
- What is the importance of space in communication? Explain all zones.

#### SECTION B

4. (a) Write a **letter of complaint** to the AC company about the defects in the air conditioners your company has purchased. You are Radhika Malik/ Ranjit Nagpal, Director of Software Company. 8 marks
- (b) Write a **letter** to an insurance company to get your personal insurance renewed. 7 marks
5. (a) Write a **quarterly expenditure report** of your company. You are Shirin Raheja/ Sunil Chopra, Head, Department of Accounts. 8 marks

(b) Write an **email** to the Principal of your college telling her/him that you wish to organize a cultural festival. Mention all the events that will be held and the prizes. You are the Secretary of the Students' Union of your college.

7 marks  
8 marks

6. (a) Draft the **minutes of meeting** of your company in which following things were discussed:

- (i) Purchase of furniture for the new wing.
- (ii) Approximate expenditure for the purchase.
- (iii) Need for stricter measures for absenteeism.
- (iv) Farewell of the Director of the company.

Also mention the names and designations of all the people who attended the meeting.

(b) Write a **letter of enquiry** to a coaching centre which is known for its coaching for Civil Services Exams. You are Harinder Kaur/ Sandeep Rajdan.

7 marks

7. (a) Write a **project report** about the construction of hotel your company has undertaken. You are Ravi Pal/ Manisha Sethi, Project Manager.

8 marks

(b) Write a **field report** about the trip you had taken, with your classmates and teachers, as a student to an SOS village. Explain in detail what you witnessed, the facilities, the hardships and the problems faced by the people running it.

7 marks

8. (a) Make sentences with **any five** of the words/ phrases to make their meaning clear in a business context:

5 marks

Interpersonal communication, posture, pitch, audio-visual signs, organizational communication, information overload, monologue, group discussion, culture, notice.

(b) Fill in the blanks with the **correct phrases** given below:

5 marks

process of writing, computers, original, feedback, through,

- (i) We can fulfil all our needs ----- communication.
- (ii) ----- is very important to complete the process of communication.
- (iii) A lot of practice is needed to improve the ----.
- (iv) These days we can gather a lot of information from -----.
- (v) An ---- work of art is more expensive than a fake one.

(c) Correct the **spellings** of the following words:

5 marks

multymedia, tachnik, axperience, adwertsement, mangment, commite, confidance, succesfull, odience, trafic.