This Question Paper consists of **12** questions and **4** printed pages.

Roll No. | | | | | | | | | | | | | **Code No.** **64/VOC/O**

Set - A

BUSINESS COMMUNICATION

(Theory)

(414)

Day and Date of Examination _____

Signature of Invigilators 1. _____

2. _____

General Instructions :

1. Candidate must write his/her Roll Number on the first page of the Question Paper.

2. Please check the Question Paper to verify that the total pages and total number of questions contained in the question paper are the same as those printed on the top of the first page. Also check to see that the questions are in sequential order.

3. For the objective type of questions, you have to choose any one of the four alternatives given in the question, i.e., (A), (B), (C) or (D) and indicate your correct answer in the answer-book given to you.

4. Making any identification mark in the answer-book or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.

5. Answers for all questions, including matching, true or false, fill in the blanks, etc., are to be given in the answer-book only.

6. Write your Question Paper Code No. **64/VOC/O**, Set **A** on the answer-book.

BUSINESS COMMUNICATION

(Theory)

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Time allowed : ***3*** *Hours]* *[Maximum Marks :* ***100***

Note : *(i)* ***All*** *questions are* ***compulsory****.*

(ii) Questions No. ***1*** *to* ***10*** *are very short answer type. Their answers should not normally exceed 30 words each.*

(iii) Questions No. ***11*** *to* ***20*** *are short answer type. Their answers should not normally exceed 70 words each.*

(iv) Questions No. ***21*** *to* ***24*** *are long answer type. Their answers should not normally exceed 150 words each.*

(v) Marks allotted to each question are given in the right-hand side.

1. Explain in brief the process of communication. *2*

2. How does noise disturb the communication process ? *2*

3. Explain the importance of communication. *2*

4. How can motivation be achieved ? *2*

5. What are the disadvantages of letters ? *2*

6. Heading is a part of a business letter. Explain. *2*

7. How many forms of business letters can be written ? *2*

8. What is Encoding in a business letter ? *2*

9. What is 'Memorandum' ? *2*

10. What is a Letter of Enquiry to the seller ? *2*

11. Explain the need for communication. *4*

12. Explain the limitations of downward communication. *4*

13. What are the Home and Guide keys ? *4*

14. Give the names of Grapevine Communication chains. *4*

15. What are the objectives of a sales letter ? *4*

16. In which situations can we write circular letters ? *4*

17. Write a note on Postscript with example. *4*

18. What are the advantages of visual signals ? *4*

19. What points should be kept in mind when you are writing application letters and resumes ? *4*

20. How can you enquire about the status of the buyer ? *4*

21. Explain the differences between oral and written communication. *10*

22. Explain the nature of communication. *10*

23. What are the essentials of effective business letters ? *10*

OR

Write notes on any ***two*** of the following : *5×2=10*

(a) Order letter

(b) Complaint letter

(c) Letter of refusal

24. Write down the parts of a business letter. *10*

OR

Write notes on any ***two*** of the following : *5×2=10*

(a) Bad Debt

(b) Catalogue

(c) Cheque Book