2008-09

Time : 3 hours

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

Group – A
(Compulsory)

Answer all questions : 2 × 10 = 20

1. Fill in the blanks :

(a) Learning is defined as a permanent change in one's behaviour of a consumer as a result of _________.

(b) Personality refers to the way in which a person views and understands himself, and the way in which he interacts with people and _________ to situations.

EL – 24/1

(Turn over)
(c) The method of communication can be any addressable medium, as in ________ Marketing.

(d) A ________ and maintained database is the most critical weapon in a company’s marketing arsenal.

(e) The factors that determine class vary ________ from one society to another.

Multiple Choice Questions:

(f) How many directors a public limited company must have?
   (i) One  (ii) Two  (iii) Three  (iv) Four

(g) Who invented zero?
   (i) Indians  (ii) Egyptians  (iii) Greeks  (iv) Arabs

(h) Nano is a product of which company?
   (i) Maruti  (ii) Tata  (iii) Mahindra & Mahindra  (iv) Hindustan Motors
(i) In which city is the largest Gurdwara is located?
   (i) Amritsar  (ii) Beas  
   (iii) Patiala  (iv) Patna
(j) What is the currency of Saudi Arabia?
   (i) Riyal  (ii) Dinar  
   (iii) Dhiram  (iv) Taka

**Group – B**

**(Long Type Questions)**

Answer any four questions.

2. Define Communication. What are the objectives of Communication?  

3. What are the barriers of communication? Explain measures to overcome barriers of communication.

4. What is MIS? Why is MIS necessary in an organization?

5. What is a business letter? Write a letter to your supplier for the delay in supply of products.

EL – 24/1 (3) (Turn over)
6. What is business presentation? What are the common components of business communication? 15

7. What is the basic difference between letter and memo? Draft a memo for your colleague to attend a Sales Meeting. 15

8. What is the difference between a resume and biodata? Write your resume for the post of a Sales Manager in RASNA LTD. 15

9. What is a group discussion? What should be kept in mind while participating in a group discussion? 15

10. What is the difference between hearing and listening? What is the importance of listening in business communication? 15
6. What is business presentation? What are the common components of business communication?  

7. What is the basic difference between letter and memo? Draft a memo for your colleague to attend a Sales Meeting.  

8. What is the difference between a resume and biodata? Write your resume for the post of a Sales Manager in RASNA LTD.  

9. What is a group discussion? What should be kept in mind while participating in a group discussion?  

10. What is the difference between hearing and listening? What is the importance of listening in business communication?  

EL – 24/1 (250) (4) Mgt/l/Sub01/09 — I