2012

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

(Objective-type Questions)

Answer all questions.

1. Choose the correct answer of the following:

   \[2 \times 10 = 20\]

   (a) Which is the most important tool of communication?

   (i) Listening

   (ii) Speaking

   (iii) Eye contact

   (iv) Smile

CX – 24/3

(Turn over)
(b) Process of Communication has been
detailed by:
(i) Helton
(ii) P. Drucker
(iii) David Barlov
(iv) All of the above

(c) After coding we go for:
(i) Receiving
(ii) Action
(iii) Sending
(iv) Decoding

(d) Who invented Zero?
(i) Egyptians
(ii) Indian
(iii) Arabs
(iv) Greeks

(e) Which one is not a leadership skill in Group
Discussion?
(i) Ability to lead
(ii) Listening receptively
(iii) Ability to inspire
(iv) Ability to carry the team long

(f) Which type of communication(s) is / are used by a company?
   (i) Informal
   (ii) Formal
   (iii) Anyone
   (iv) All of the above

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

(h) Personality constitutes:
   (i) Psychological
   (ii) Physiological
   (iii) Both (i) and (ii)
   (iv) Any one

(i) Upward communication flows from:
   (i) Higher Level to Lower Level

CX – 24/3 (3) (Turn over)
(ii) Lower Level to Higher Level
(iii) Same Level
(iv) None of the above

(j) Formal Communication originates due to:
   (i) Social Forces
   (ii) Official Action
   (iii) Semi-official Sources
   (iv) None of the above

Group – B
(Long-answer Type Questions)

Answer any four questions: 15x4 = 60

2. What do you understand by business presentation? What are the ingredients of an effective business presentation? Explain in details.

3. Define communication. What are the objectives of communication?

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

CX – 24/3  (4) Contd.
5. What is the difference between hearing and listening? What is the importance of listening in business communication?

6. Write the comparison between formal and informal communications. Write the disadvantage of oral communication.

7. Communication is a two way process. Explain 7C's of effective communication.

8. What is listening? How do you develop the listening skill? What is their importance in communication?

9. What are the different channels of communication? How can communication be made more effective?