2013

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 from the options given: 2\times10 = 20
   (a) Identify the most important tool of communication:
      (i) Listening  (ii) Speaking
      (iii) Eye Contact  (iv) Smile
   (b) In downward communication we have to:
      (i) Command  (ii) Control
      (iii) Both of these  (iv) None of these

UK – 24/2  (Turn over)
(c) Which is a form of cross culture barrier?
   (i) Physical – Economic
   (ii) Socio – Psychological
   (iii) Geographical
   (iv) None of these

(d) What type of communication(s) is/are used by a company?
   (i) In-formal    (ii) Formal
   (iii) Non-formal (iv) None of these

(e) Upward communication flows from:
   (i) Higher Level to Lower Level
   (ii) Lower Level to Higher Level
   (iii) Same Level
   (iv) None of the above

(f) Which one is not a leadership skill in GD?
   (i) Ability to lead
   (ii) Listening receptively
   (iii) Ability to inspire
   (iv) Ability to carry the team along

(g) The format of Resume used by Freshers is:
   (i) Functional Resume
   (ii) Chronological Resume
(iii) Targeted Resume
(iv) None of these

(h) What should be developed to excel in GD?
(i) Information (ii) Challenges
(iii) Communication (iv) Interactive skill

(i) Communication is a _______ way process.
(i) One (ii) Two
(iii) Three (iv) None of these

(i) Effective communication has:
(i) 6 Cs (ii) 7 Cs
(iii) 1 C (iv) None of these

Group – B
(Long-answer Type Questions)

Answer any four questions: \(15 \times 4 = 60\)

2. What are the essentials of effective business communication in English? Discuss informal and formal communication.

3. What are the barriers to communication? Discuss ways to overcome these barriers.

4. Bring out the significance of listening skill in communication.

UK – 24/2 (3) (Turn over)
5. What are the elements of an effective C. V.? Prepare a C. V. for the post of a manager in a company.

6. What are the elements of Public Relations? State their role and importance in business world.

7. What is meant by a Business Meeting? How is a Business Meeting conducted effectively?

8. What do you understand by Business Presentation? Discuss the essentials of an effective Business Presentation.

9. What is a Group Discussion? What should be kept in mind while participating in a Group Discussion?

10. Write a paragraph in 250 words on any one of the following:
   (a) Crime against women
   (b) Corruption
   (c) Environmental Conservation