2010

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) Psychological Barrier is :

(i) Noise

(ii) Emotional feelings

(iii) Prejudice

(iv) Lack of clarity

SB – 11/1

(Turn over)
(b) A 'No Smoking' sign outside the factory premises is:
   (i) Formal communication
   (ii) Informal communication
   (iii) Downward communication
   (iv) Upward communication

(c) Pencils, pens, papers, pins, inks, clips and tage are ..........
   (i) Cutlery (ii) Office holds
   (iii) Stationary (iv) None of these

(d) An important part of language is ..... both active and passive.
   (i) Punctuation (ii) Tenses
   (iii) Vocabulary (iv) Preposition

(e) Advertisements are form of presentation:
   (i) Formal (ii) Informal
   (iii) Personal (iv) Non-personal

(f) What is the shorter substitute of the phrase 'in the near future' is ?
   (i) Although (ii) Now
   (iii) Soon (iv) On

(g) It is not a leadership skill in group discussion:
   (i) Ability to inspire
(ii) Ability to lead
(iii) Ability to carry team long
(iv) Listening receptively

(h) Communication covers picture, graphs, charts etc:
(i) Upward (ii) Downward
(iii) Pictorial (iv) Interactive

(i) C.V. is two part of application, one is covering letter and second is:
(i) Bio-data (ii) Information
(iii) Enclosures (iv) None of these

(j) In grapevine the flow of direction takes places as per hierarchy:

(l) Formal communication is official communication:
(i) I - t, II - t (ii) I - f, II - t
(iii) I - t, II - f (iv) I - f, II - f

Group - B

(Long-answer Type Questions)

Answer any four questions: 15 x 4 = 60

1. What is negotiation? Explain win-win situation in negotiation with the help of suitable example.

SB - 11/1 (3) (Turn over)
2. What is grapevine? How can the management use it to boost the morale of employees?

3. What is two part job application? Write your C.V. applying for job of HR manager at NTPC.

4. What is Group Discussion? Write the characteristics of Group Discussion.

5. What is precis writing? Write steps of good precis writing.

6. Write a paragraph at least 250 words on the following:
   (a) Unemployment and its solution
   (b) Global warming
   (c) Child labour and its solution

7. How does effective feedback improvement communication? How can written presentation be by non-verbal methods of communication?

8. What is SCRAP? What is the best mode for communicating with a client from whom you have to recover Rs. 4,79,045? Select the mode and send a message in slightly harsh tone.

SB – 11/1(150) (4) BBA(II) — BUS / II / 1/X/S