

## QUESTION 2013

### Group - A

#### (Multiple Choice Type Questions)

1. Choose the correct alternatives for the following:

i) Gossip belongs to ..... Communication.

- a) upward                      b) diagonal                      c) informal                      ✓ d) formal

ii) Notice is an examples of ..... Communication.

- a) upward                      b) parallel                      ✓ c) lateral                      d) downward

iii) Group discussion discovers ..... in the members.

- a) team spirit                      b) reasoning ability                      c) assertiveness                      ✓ d) all of these

iv) SWOT is an analysis of one's

- a) strengths, wisdom, opportunities and threats  
b) strengths, wit, opportunities and threats  
c) strengths, wisdom, oddities and techniques  
✓ d) strengths, weakness, opportunities and threats

v) Eye contact and postures are characteristics of

- a) paralanguage                      ✓ b) kinesics                      c) proximities                      d) environment

vi) Lack of trust is considered as

- ✓ a) psychological barrier                      b) semantic barrier  
c) organizational barrier                      d) interpersonal barrier

vii) When an individual listens to only those parts of a message which are of particular interest, it is called

- a) defensive listening                      ✓ b) selective listening  
c) insulated listening                      d) reconstruction listening

viii) Salutation ..... a letter.

- ✓ a) opens                      b) closes                      c) explains                      d) expands

ix) A Secretary is a ..... audience.

- a) watchdog                      b) watchman                      c) gatekeeper                      ✓ d) military

x) In persuasive letters the tone of writing should be

- a) pleading                      ✓ b) convincing                      c) commanding                      d) dictating

**Group – B**

**(Short Answer Type Questions)**

2. Discuss the principles of effective communication.

See Topic: **INTRODUCTION TO BUSINESS COMMUNICATION**, Short Answer Type Question No. 1.

3. Briefly elucidate the factors that impede effective listening.

See Topic: **EFFECTIVE LISTENING**, Short Answer Type Question No. 1.

4. Discuss the different elements of a presentation.

See Topic: **CORPORATE COMMUNICATION**, Short Answer Type Question No. 7.

5. What are the advantages and disadvantages of Grapevine?

See Topic: **CORPORATE COMMUNICATION**, Short Answer Type Question No. 8.

6. Why is SWOT valued in today's business world?

See Topic: **SELF – DEVELOPMENT & COMMUNICATION**, Short Answer Type Question No. 5.

**Group – C**

**(Long Answer Type Questions)**

7. a) You are working with 'Agarwal Steel Ltd.', as purchase officer. Write an interoffice memo to your branch head expressing the need to purchase 250 chairs from 'Raj and Ravi Furniture, Bombay'. Please include the necessary details and explain why the chairs are required.

b) Imagine that you are the Secretary of the executive committee of your organization - Triveni Cement Ltd. Aurangabad – 300 054. Write a notice giving the agenda of the second general meeting of the Board of Directors, informing all the members about the date, time and venue of the meeting. The agenda might contain: Appointment of Directors; Issue of prospectus; Date for the next meeting, etc. Also write the minutes of the meeting..

See Topic: **WRITING SKILLS**, Long Answer Type Question No. 14.

8. a) "The main purpose of a sales letter is to convert the reader into a customer". How can this purpose be achieved?

b) You are the sales manager of a company which has manufactured a sofa-cum-bed, which when not in use, can be easily dismantled and kept in a corner, occupying very little space. Draft a letter to be sent to about 5,000 middle-class families in Bombay city to promote its sale.

See Topic: **WRITING SKILLS**, Long Answer Type Question No. 15.

9. You are the Sales Manager of Supreme Electronics. You have been asked to write a report on the decline of single-door refrigerators, by the Director (Sales) of your company. Add necessary inputs to frame the report.

See Topic: **REPORT WRITING**, Long Answer Type Question No. 4.

BUSINESS COMMUNICATION

10. Respond to an advertisement from a reputed software company, willing to recruit sales personnel to promote a new product.

See Topic: **WRITING SKILLS**, Long Answer Type Question No. 16.

11. Discuss the advantages and limitations of e-mail.

See Topic: **MODERN FORMS OF COMMUNICATING**, Short Answer Type Question No. 2.