

## **QUESTION 2016**

### **Group - A**

#### **(Multiple Choice Type Questions)**

1. Choose the correct alternatives for any *ten* of the following:

i) Informal communication is also called

a) Downward communication

✓ c) Grapevine

b) Diagonal communication

d) Lateral communication

ii) Which of the following is not a tool for external communication?

a) Letter

b) E-mail

c) Notice

✓ d) Memo

iii) Biased listening is a result of

a) discussions

✓ b) prejudices

c) argument

d) semantic problem

- iv) A letter written seeking information about a specific product is a/an  
a) Application letter  
b) Order letter  
c) Complaint letter  
✓d) Enquiry letter
- v) Demographic factors for audience analysis does not include  
a) age  
b) gender  
c) income  
✓d) personality
- vi) Working in an organization under the prevalence of inter-dependence model is  
a) emotional bondage  
b) inefficient  
c) productive  
✓d) resourceful
- vii) The two types interdependence that can exist are  
a) social task  
b) knowledge task  
✓c) team knowledge  
✓d) social knowledge
- viii) Strong brand name is a/an  
a) opportunity  
✓b) strength  
c) threat  
d) defence
- ix) ..... job application is written against an advertisement.  
a) Forced  
✓b) Solicited  
c) Referential
- x) The audience receives the information first is called  
✓a) Gatekeeper Audience  
b) Primary Audience  
c) Initial Audience  
d) Final Audience

**Group - B**

**(Short Answer Type Questions)**

2. What is the process of Corporate Planning? Elaborate each point with suitable examples.  
See Topic: CORPORATE COMMUNICATION, Short Answer Type Question No. 9.
3. What are the benefits of effective communication?  
See Topic: INTRODUCTION TO BUSINESS COMMUNICATION, Short Answer Type Question No. 10.
4. Differentiate between Analytical reports and Descriptive Reports.  
See Topic: REPORT WRITING, Short Answer Type Question No. 1.
5. What steps are involved in the planning stage of a presentation?  
See Topic: CORPORATE COMMUNICATION, Short Answer Type Question No. 10.



## POPULAR PUBLICATIONS

6. Give a brief introduction to business writing. What should be the qualities of business writing?  
See Topic: **WRITING SKILLS, Short Answer Type Question No. 10.**

### **Group – C**

#### **(Long Answer Type Questions)**

7. Louis Vuitton (LV) is one of the world's leading international fashion house founded in 1854, dealing in luxury merchandise like leather goods, ready to wear garments, jewelry, accessories, sunglasses and trunks. They sell their products through posh neighbourhood standalone boutiques, high-end departmental stores and e-commerce. The company is valued at almost \$ 30 Billion (2,00,000 Lakh Crores in Indian Rupees). The company operates in 50 countries around the world through 500 stores. The board of top management leaders at LV met together to discuss about other diversification of business. Miss/Mr. Kumar at the meeting suggested to get into the Baby Wear segment with the same brand name. The chairman of the company asked him to conduct a SWOT study on this decision and present it to the board. Imagine you are Miss/Mr. Kumar and conduct a SWOT study with careful analysis of both internal and external environment to come to a decision along with alternatives and conclusions.

See Topic: **SELF – DEVELOPMENT & COMMUNICATION, Long Answer Type Question No. 3.**

8. Write a job application attaching your CV in response to the following advertisement published on 25 September, 2016 in The Telegraph:

A multi-national company has vacancy for the post of Junior Management Trainee. They are looking for young, dynamic, fresh graduates with good communication skills, management qualities and willing to relocate to any part of India. Apply within 15 days to Box No. T456. The Telegraph, Kolkata 700 001.

See Topic: **WRITING SKILLS, Long Answer Type Question No. 21.**

9. Draft a feasibility report on setting up an automobile factory at Begampur. The area is sparsely populated and close to the clock.

See Topic: **REPORT WRITING, Long Answer Type Question No. 6.**

10. Draft a letter to the manager of H.D.F.C. bank, requesting him to block your Debit Card linked to your savings account as you suspect fraudulent activities.

See Topic: **WRITING SKILLS, Long Answer Type Question No. 22.**

11. What is the difference between handling and registering complaint letter. Draft a complaint letter to LG service centre for immediate repairs of A.C. in your organization. Use necessary and relevant details.

See Topic: **WRITING SKILLS, Long Answer Type Question No. 23.**