

VPM's
~~DR VN BRIMS, Thane~~
Programme: **PGP (2014-15)**
First Semester Examination December 2014

Subject	Business Communication		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	5	Date	21.12.2014

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (compulsory) Multiple Choice Questions

1) Which of the following is not included in business communication?

- 1) reciting poetry
- 2) formal meetings
- 3) advertisement
- 4) conference

2) The process of communication is successful only when:

- 1) the receiver understands an idea as the sender intended it
- 2) the receiver does not understand the idea as the sender intended it
- 3) the receiver understands an idea as the sender has not intended it
- 4) the receiver does not understand the idea as the sender has not intended it

3) Communication that tries to increase the number of receivers is

- 1) group communication
- 2) oral communication
- 3) mass communication
- 4) internal communication

4) _____ communication requires that both parties should be present and attentive at the same time

- 1) oral
- 2) written
- 3) mass
- 4) graphic

5) Cellular phones operate through _____

- 1) cables
- 2) cells
- 3) electronic circuits
- 4) airways

6) Information does not include _____

- 1) data
- 2) emotion
- 3) files
- 4) facts and figures

7) Organisations connected by electronic network, _____ is the most effective method of communication

- 1) intercom
- 2) public address system
- 3) fax
- 4) email

8) A survey says that managers spend over ___% of their time on communication

- 1) 7
- 2) 49
- 3) 90
- 4) 38

9) "Suresh Nair here" could be the sentence said when

- 1) making a call
- 2) taking a call
- 3) in between a call
- 4) ending a call

10) Non-verbal communication can be independent of verbal communication but verbal communication is always accompanied by verbal communication

- 1) true
- 2) false

11) when you are pretending to be attentive, your listening will face problems due to

- 1) lack of interest
- 2) emotional blocks
- 3) tendency to criticise
- 4) impatience

12) Internal communications policy needs to be carefully planned to prevent spread of _____ information

- 1) necessary
- 2) important
- 3) illegible
- 4) needless

13) Which of the following is not one of the cs of good communication

- 1) correctness
- 2) courage
- 3) clarity
- 4) courtesy

14) A letter makes a visual impression before it is read

- 1) true
- 2) false

15) Provident fund, pension and gratuity benefits applicable to the post are mentioned in

- 1) warning memo
- 2) interview letter
- 3) appointment letter
- 4) voluntary retirement letter by an employee

16) In an appointment letter, TA stands for

- 1) travelling allowance
- 2) total allowance
- 3) travelling assignment
- 4) total agreement

17) Which of the following is the written method for internal communication

- 1) intercom
- 2) fax
- 3) face-to-face
- 4) public address system

18) A memo is always official even if it is not _____

- 1) handed over
- 2) signed
- 3) official
- 4) complete

19) _____ letter usually accompanies the report

- 1) a thanking
- 2) an appointment
- 3) a resignation
- 4) a covering

20) In modern writing, paragraphs are _____ so that the appearance of the text is lighter

- 1) short
- 2) light
- 3) in lighter vain
- 4) crowded

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) _____ (5x2) = 10 Marks

You are the manager of a large electrical appliance store. You receive a letter from a customer who complains that the product purchased from the store is faulty and complains too about the service from one of your sales persons. On investigation the manager discovers that the sales person had kept a record of the customer's complaint. This is a conflict situation.

(a) Write the letter from the customer to the manager.

(b) Write a memo that the sales person had written to his HOD in which he reports to him this incident with the customer.

(c) Explain how this win-lose situation can be turned into a win-win situation

Q3) Any two from (a) or (b) or (c) _____ (5x2) = 10 Marks

In Business A Variety Of Interviews Are Conducted By Senior Managers Of The Staff. Interviews Are Important Communication Processes.

(a) Draw a simple diagram to illustrate this communication process -refer to the interviewer and the applicant/employee when illustrating this diagram.

(b) During the disciplinary interview, the interviewer refers to the employee's CV. What are the components of a CV? Do not write out the CV in detail merely list the components.

(c) The senior member of the staff conducting the interview is an HOD. He is conducting a disciplinary interview with one of the members of his department. He feels that the member of his department is performing poorly. What should his attitude be towards the interviewee and what can be regarded as positive behaviour of the interviewee towards his HOD?

Q4) Any two from (a) or (b) or (c) _____ (5x2) = 10 Marks

Imagine that you are in the real estate world. You have been offered a house to sell. You have inspected the property

(a) Write notes for yourself only, on the features of the house

(b) Write a small advertisement for this house that will appear under a photograph of it in the local newspaper.

(c) What is objective and subjective writing used for?

Q5) Any two from (a) or (b) or (c) _____ (5x2) = 10 Marks

(a) Explain the types of communication

(b) Write about the types of listening

(c) Write a business letter on acceptance of a resignation.

Q6) All questions are compulsory each carries 2 marks

Tattoo

The word tattoo comes from the tahitian word 'tattau' which means to mark. It was first used by the explorer James Cook in the records of his 1769 expedition to the south pacific.

In ancient Rome, slaves were often exported with the words 'tax paid' or 'stop me I'm a runaway' tattooed on their foreheads. In Japan, tattoos were first used to punish criminals. First offences were recorded with a line across the forehead, a second offence was marked with an arch and a third was marked by another line. Together these marks form the Japanese character for dog.

In 1862 the Prince of Wales visited Jerusalem and had the Jerusalem cross tattooed on his arm, starting a huge fashion for tattoos among the British aristocracy.

The most popular tattoos today are Japanese, tribal and Celtic designs. Dolphins, butterflies, roses and a person's name are also favourites. Although it is fashionable to have a tattoo, the majority of people say that they have come to regret having one done.

1. This document

- A. Advertises the benefits of tattoos
- B. Warns of the dangers of having a tattoo
- C. Gives a brief history of tattoos
- D. Explains the popularity of tattoos

2. Where was it usual to tattoo lawbreakers?

- A. Ancient Rome
- B. Japan
- C. Jerusalem
- D. Tahiti

3. According to the document, which of these statements is true?

- A. The Prince of Wales influenced others to have tattoos
- B. Roman slaves were tattooed on their arms
- C. One of the most common tattoos is a Jerusalem cross
- D. The word tattoo is the Japanese for dog

4. Most people who have a tattoo

- A. Choose to have a Celtic design
- B. Eventually decide that it was a mistake
- C. Come from the island of Tahiti
- D. Are among the British aristocracy

5. In which paragraph does this sentence belong? 'On average people wait fourteen years before seeking advice on having a tattoo removed.'

- A. Paragraph 1
- B. Paragraph 2
- C. Paragraph 3
- D. Paragraph 4

Q7) All questions are compulsory each carries 2 marks

(All the questions are based on the following draft document)

Jenny and Jonny have been together for 5 years.

Line 1

You are invited to their anniversary meal and disco we have

Line 2

Organized the party as a surprise for them.

Line 3

The party will be held on 6th November at The Crown, Bamburgh,

Line 4

starting with the meal at 7.30 pm.

Line 5

These are the menu choices.

Line 6

Starters

Line 7

Chef's choice soup

Line 8

Main course

Line 9

Steak with pepper sauce

Line 10

Roast vegetable bake

Line 11

Desserts

Line 12

Blackcurrant sorbet

Line 13

Cheese and biscuits

Line 14

Can you come.

Line 15

Please let one of know whether you can join us by 21 October

Line 16

at the latest. We hope to have lots of friends with us for the

Line 17

evening. It will be great fun.

Line 18

We need your choices from the menu by 21 October

Line 19

Contact: James 9988777867 or Moira 9876726756

Line 20

Questions:

1. In the draft document which of the following is incorrect?

- A you were (line 2)
- B will be (line 4)
- C these are (line 6)
- C you can (line 16)

2. A full stop followed by a capital letter is needed after

- A together (line 1)
- B disco (line 2)
- C November (line 4)
- D choices (line 19)

3. A word has been spelt incorrectly on

- A line 14
- B line 16
- C line 17
- D line 19

4. The word 'suprise' has been spelt incorrectly on line 3. The correct spelling is

- A surprice
- B surpprise
- C surppprise
- D surprise

5. A question mark is needed instead of a full stop on

- A line 1
- B line 15
- C line 18
- D line 19