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**2 SEM TDC BUCN 1 (G/S)**

**2 0 2 2**

( June/July )

**COMMERCE**

( General/Speciality )

Course : 201

**( Business Communication )**

Full Marks : 80

Pass Marks : 24

Time : 3 hours

*The figures in the margin indicate full marks  
for the questions*

1. Select the correct alternative : 1×4=4

(a) The back matter does not include

(i) appendices

(ii) references

(iii) recommendations

(iv) index

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- (b) A good presentation reflects the speaker's
- (i) level of knowledge
  - (ii) logical thinking
  - (iii) range of ideas and their application to practical situation
  - (iv) All of the above
- (c) When a group agrees to support and commit to the decision of the group, they have reached
- (i) a consensus
  - (ii) a census
  - (iii) a solution
  - (iv) an analysis
- (d) In an interview, the final selection can be a very challenging task, when
- (i) candidates are few and the number of vacancies are many
  - (ii) number of candidates and vacancies are equal
  - (iii) candidates are many and vacancies are few
  - (iv) None of the above

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2. State whether the following statements are true or false : 1×4=4
- (a) The pattern of business letter is called layout.
  - (b) Exit interview is conducted for recruitment of employees.
  - (c) A group decision is a more democratic process.
  - (d) Reports present conclusions based on belief.
3. Answer the following questions : 4×4=16
- (a) State differences between memo and business letter.
  - (b) Write the elements of writing skills of business messages.
  - (c) State the differences of short report and formal report.
  - (d) What is the objective of organizing mock interviews?
4. What is collection letter? Imagine you are the collection manager of the 'Assam Tribune', Guwahati. Write a letter to Mahanta Newspaper Agency, Sivasagar against which a bill for ₹ 22,790 has been pending for payment for two months. 14

( 4 )

Or

Discuss the steps involved in writing a business message.

5. What are the components of a formal report?  
Discuss all of them briefly. 4+10=14

Or

What do you mean by solicited proposal?  
Briefly describe each section of proposal. 6+8=14

6. What is the importance of resume appended to a job application? Prepare a resume which you may use to apply for the post of a clerk in Brahmaputra Gas Cracker and Polymer Ltd. 5+9=14

Or

What is an interview? In what ways would you prepare yourself if called for a job-interview? 14

7. What is the significance of writing skills in modern business message. 14

Or

(a) Distinguish between individual and group presentation.

(b) Write a note on the role of the coordinator in conducting a seminar.

7+7=14

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