

2019

BUSINESS ADMINISTRATION — HONOURS**Paper : A 201 (AE-2)****(Business Communications)****Full Marks : 80***The figures in the margin indicate full marks.**Candidates are required to give their answers in their own words as far as practicable.***Section – A****1. Answer *any five* questions :**

2×5

- (a) Mention four elements of Communication.
- (b) What is Horizontal Communication? Give example.
- (c) What is “Physical barrier” in Communication?
- (d) What is Conflict?
- (e) State the significance of feedback in the process of Communication.
- (f) State two disadvantages of Oral Communication.
- (g) State two advantages of FAX.
- (h) State two advantages of formal Communication.
- (i) What do you understand by Inter-Personal Communication?

2. Answer *any five* questions :

(a) Use the following idioms to make sentences of your own :

1×4

- (i) Leave no stone unturned
- (ii) Come round
- (iii) Fishing in troubled water
- (iv) At the eleventh hour

(b) Fill in the blanks with correct preposition :

1×4

- (i) Do not complain _____ your lot.
- (ii) He is blessed _____ good health.
- (iii) He objected _____ my proposal.
- (iv) Ram is senior _____ me.

Please Turn Over

- (c) The following statements are incorrect. Rewrite the sentences in its correct form : 1×4
- (i) I consider her as my sister.
 - (ii) The crowd cheered him making double century.
 - (iii) She is looking for who?
 - (iv) He said to me that I will surely go there.
- (d) Change the voice of the following sentences : 1×4
- (i) Who is building this house?
 - (ii) May you help me?
 - (iii) My pocket has been picked.
 - (iv) Go there.
- (e) Write the adjectives for the following words : ½×8
- (i) History, (ii) Diplomacy, (iii) Question, (iv) Nature, (v) Violence, (vi) Guilt, (vii) Ease, (viii) Juice
- (f) Choose the correct synonym from the words given in the box below : 1×4
- (i) Alter, (ii) Emphasize (iii) Lot (iv) Affront
- Insult, Stress, Change, Luck
- (g) Choose the correct antonym from the words given in the box below : 1×4
- (i) Credible (ii) Lazy (iii) Prolonged (iv) Valour
- Industrious, cowardice, instant, unbelievable
- (h) Turn the following sentences into indirect speech : 1×4
- (i) She said, "What country do you come from?"
 - (ii) I said, "How long have you been here?"
 - (iii) I warned her, "Do not believe everything you hear."
 - (iv) "Would you like to see my house?" he asked me.

Section – B

Answer *any five* questions.

3. The following advertisement published in *The Statesman*, dated 20th May, 2019

Needed a dynamic youth in a reputed MNC for Management Trainee, MBA, fluency in English, basic knowledge in Computer, age within 25. Apply sharply to Box no : 234, Kolkata - 700001.

Read the advertisement and apply with cover letter and C.V.

10

4. Draft a circular addressing to your customers and dealers announcing the opening of a new showroom in the Park Street region, Kolkata.

10

5. Draft a notice of the 2nd Annual General Meeting of a Public Limited Company with agenda. 10
 6. Write a letter to the Manager of a branch of a nationalized bank asking for a loan of ₹ Two Lac. for your enterprise. 10
 7. Why is communication important for good relationships, effective management and conflict resolution? 10
 8. What is meant by the term "New Age Media"? Explain its relevance in business communication with suitable examples. 2+8
 9. Write a Memo for circulation to all employees instructing them to be punctual in the office. 10
 10. Write a paragraph on **any one** of the following topics within 200 words : 10
 - (a) Payment Apps
 - (b) Online Shopping
 - (c) Outsourcing.
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