

**2020**

**BUSINESS ADMINISTRATION — HONOURS**

**Paper : A101AE1**

**(Business Communication)**

**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.*

Answer **any five** questions.

1. Answer the following questions : 2×8
- (a) What is 'Decoding' in Communication?
  - (b) What is Vertical Communication? Give example.
  - (c) Write two advantages and two disadvantages of Grapevine communication.
  - (d) What is Corporate Communication?
  - (e) Write two differences between formal and informal Communication.
  - (f) What is Intra-Personal Communication? Give example.
  - (g) State two differences in the format of a letter and a memo.
  - (h) What is 'Resolution' in Business Communication?
2. Answer **any four** questions : 4×4
- (a) Use the following idioms to make sentences of your own : 1×4
    - (i) In a fix
    - (ii) In a nutshell
    - (iii) Out of pocket
    - (iv) Tooth for a tooth.
  - (b) Fill in the blanks with correct preposition : 1×4
    - (i) The man is blind \_\_\_\_\_ his son's fault.
    - (ii) Do not boast \_\_\_\_\_ your learning.
    - (iii) He was absent \_\_\_\_\_ the meeting.
    - (iv) He has a good access \_\_\_\_\_ the library.
  - (c) Rewrite the following incorrect sentences in correct form : 1×4
    - (i) He is a M.A in English.
    - (ii) Six miles are a long distance.
    - (iii) I get up early at morning.
    - (iv) He says me a fool.

**Please Turn Over**

- (d) Change the voice of the following sentences : 1×4
- (i) Smoke filled the room. (ii) I know him.  
(iii) Who pushed the man? (iv) I promised him a reward.
- (e) Write the noun forms of the following words : 1×4
- (i) Able (ii) Strong  
(iii) See (iv) Respond.
- (f) Choose the correct synonym for each of the following words from the words given in the box below : 1×4
- (i) Solitary (ii) Anonymous  
(iii) Illegible (iv) Nexus.

Connection, Nameless, Unreadable, Lonely

- (g) Choose the correct antonyms for each of the following words from the words given in the box : 1×4
- (i) Cheap (ii) Liberty  
(iii) Unity (iv) Debtor.

Creditor, Diversity, Dear, Bondage

- (h) Turn the following sentences into indirect speech : 1×4
- (i) He said, "I take bath in the Ganges every morning."  
(ii) He said to me, "Do you like the work?"  
(iii) I said to him, "Let us have some music."  
(iv) He said to me, "Do not forget to bring medicine."

3. The following advertisement published in The Statesman, dated February 15, 2021.  
MNC requires dynamic Personnel Manager for its Regional Head Office in Kolkata. Apply sharp with recent passport size photograph and CV to abpmnc@gmail.com. Mention exp. Salary.  
Read the advertisement above and apply. 16
4. Draft a letter to Samsung India Ltd. placing an order to supply 1000 TV Sets. 16
5. On behalf of your company draft a circular letter to the customers informing special winter discount on all winter beauty products. 16
6. As a Secretary draft a report to be sent to the Board of Directors about the need for an immediate advertisement campaign of the products of your company. 16
7. Draft the minutes of the proceedings of the Annual General Meeting of a Cooperative Society. 16
8. Draft a notice of the First Board Meeting of a Public Limited Company with agenda. 16

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9. As a Production Manager of your company draft a memo to the General Manager about the damage caused by fire. 16
10. Write a paragraph on **any two** of the following topics : 8×2
- (a) Uses and abuses of Advertising.
  - (b) Socio-economic changes took place during COVID-19 Pandemic situation in India.
  - (c) Online Payment Apps.
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