

2024

BUSINESS ADMINISTRATION — HONOURS

Paper : BBAA-104-AEC 1

(Business Communication)

Full Marks : 50

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Group - A

1. Answer *any five* questions : 2×5
- (a) State two objectives of business communication.
 - (b) What is topic sentence? Give an example.
 - (c) Define Corporate Communication.
 - (d) State two limitations of video conferencing.
 - (e) What is inter-group conflict?
 - (f) What is meant by a meeting etiquette?
 - (g) How do you define 'Noise' in the communication process?
 - (h) Define wheel communication network.

Group - B

2. Answer *any four* questions : 5×4
- (a) Bring out the comparison between formal and informal communication.
 - (b) Briefly explain the Shannon and Weaver model of business communication using an appropriate example.
 - (c) Discuss the advantages and disadvantages of e-mail.
 - (d) What is a Group Discussion (GD)? Discuss about the common types of group discussions used in a professional setting.
 - (e) Distinguish between a handbook and a manual.
 - (f) How do semantic barriers differ from psychological barriers? Explain with appropriate examples.

Please Turn Over

(0037)

Group - C

Answer *any two* questions.

10×2

3. Draft a circular for opening a new showroom at Rajarhat of a reputed shoe manufacturing concern.
 4. Draft a letter to your supplier complaining about the inferior quality of goods supplied and claiming suitable compensation.
 5. Write a report within **200** words on the Social media and its impact on relationships.
 6. Write a notice of an Annual General Meeting of a Company (with minimum 5 agenda).
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