

(Sem-1/FYUGP B.A.) SEC-BC

2023
ENGLISH
SEC
Paper : SEC0102003
Business Communication

Total marks: 45

Time: 2 hours

A. Answer the following questions:

1x5=5

1. Effective communication should be one way or two way.
Answer in one word.
2. _____ communication includes oral and written communication.
3. When words are used it is called _____ communication.
4. Mention any one type of communication.
5. Mention any one type of oral communication.

B. Answer the following questions: (any five)

2x5=10

1. Which formula should be used to make communication effective?
2. What is effective communication?
3. Why is communication so important in a business organization?
4. What do you understand by Electronic Mail?
5. Mention two advantages of FAX.
6. Write two advantages of one-way communication.
7. Write two disadvantages of two-way communication.
8. Mention two ways to overcome communication barrier.

Contd..

9. What does body-language skills include?
10. Mention two barriers to effective telephone use.

C. Answer briefly: (any four) 5x4=20

1. Mention five communication skills.
2. What is verbal communication? Give examples.
3. What is non-verbal communication? Give examples.
4. Mention five different mediums of written communication.
5. Mention some disadvantages of oral communication.
6. Write briefly on barriers to communication.

D. Answer the following: (any one) 10x1=10

1. Suppose you are a candidate for a job. Write your resume for the same.
2. You are the librarian of a school. Write a letter to a publishing house requesting for the delivery of books mentioned as soon as possible.
3. Write a report in memo format by the secretary asking the managing director to install computers and air conditioners.
4. Write a letter to the editor of your local newspaper telling him about the poor electricity supply to your locality.
