

BUSINESS COMMUNICATION

(Theory)

(414)

Time : 3 Hours]

[Maximum Marks : 100

- Note :*
- (i) All questions are compulsory.
 - (ii) Question Nos. **1** to **10** are very short answer type. Their answers should not normally exceed 30 words each.
 - (iii) Question Nos. **11** to **20** are short answer type. Their answers should not normally exceed 70 words each.
 - (iv) Question Nos. **21** to **24** are long answer type. Their answers should not normally exceed 150 words each.
 - (v) Marks allotted to each question are given in the right-hand margin.

1. What is the nature of communication? Give *two* examples. 2
2. Give *two* examples of communication process. 2
3. What is encoding? 2
4. Give *two* examples of upward communication. 2
5. What is formal communication? 2
6. What do you mean by signature and seal in a business letter? 2
7. What is fully block letter? 2
8. Where do we write sender's address and date in a letter? 2
9. What is greeting telegram? 2

10. What are minutes in a meeting? 2
11. What is the difference between press release and press report? 4
12. What are the guidelines in writing collection letters? 4
13. What should be the closing sentences for reply to complaint? 4
14. What points should be kept in mind when you are writing circular announcing new products? 4
15. Explain any *four* importances of feedback. 4
16. How can you create the desire to buy a product? 4
17. What should be the closing sentence generally used for order letters? 4
18. Explain education and warning in the objectives of communication. 4
19. What is status inquiry? 4
20. What is diagonal/crosswise communication? 4
21. Explain the form of a business letter. 10
22. What are the salient features of a circular letter? Explain. 10

- 23.** Write a letter on behalf of R & R Co., Ghaziabad, UP to T & D Corporation, Delhi asking for quotation of the prices of all stationary items needed for your office. 10

Or

Write notes on any *two* of the following : 5×2=10

- (a) Format of telegram
- (b) Format of memorandum
- (c) Office order

- 24.** Write a letter to M/s. ABC, Ludhiana for an agency of their woollens and knitwear. 10

Or

Write notes on any *two* of the following : 5×2=10

- (a) Invoice
- (b) Letterhead
- (c) Telex

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