TDC Even Semester Exam., 2019

COMMERCE

(Pass)

(4th Semester)

Course No. : BCMP–401

(Business Communication)

Full Marks : 50
Pass Marks : 17

Time : 2 hours

The figures in the margin indicate full marks for the questions

Answer **five** questions, selecting **one** from each Unit

UNIT—I

1. Discuss the relevance and importance of group communication in a modern organization. 10

2. Define 'teamwork'. Explain the effectiveness of teamwork. 2+8=10

UNIT—II

3. What is meant by body language? Mention the importance of body language for an effective communication. 3+7=10

4. Explain the importances of kinesics, polemics and paralanguage as an essential part of communication. 10

UNIT—III

5. Discuss the various modern means of communication. 10

6. How does the Internet facilitate communication? Discuss. 10

UNIT—IV

7. Write short notes on the following : 5+5=10

(a) Videoconferencing

(b) Fax

8. What is photocopying? What are the objectives of duplicating? 2+8=10

UNIT—V

9. *(a)* Write down the relative advantages and disadvantages of formal and informal communications. 6

(b) What are meant by upward and downward communications? 4

10. *(a)* What is vertical communication? 3

(b) What are the different types of vertical communication? 3

(c) How does it differ from horizontal communication? 4

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