

MAULANA AZAD NATIONAL URDU UNIVERSITY

Department of English

B.A. III – Year, VI Semester

Course Title: Business Communication

Paper Code: UGEN601SET

Annual Examinations April-May 2024

Marks 70

Time: 3 Hours

Note : This question paper consists of (3) parts : Part – A, Part-B and Part-C. Number of words to answers each question is only indicative. Attempt all the parts.

Part–A contains (10) compulsory questions of multiple choice/fill in the blank/very short answer type question. Answer all questions. Each question carries (1) mark. (10x1=10-marks)

Part-B contains (8) questions of which students are supposed to answer (5) questions. Answer each question in approximately 200 words. Each question carries 06 marks. (5x6=30 marks)

Part-C contains (5) questions of which students are supposed to answer (3) questions. Answer each question in approximately 500 words. Each question carries (10) marks.

Part – A

Q. 1. Answer all the following questions.

- I. Communication is _____ way process.
a) one b) two c) three d) four
- II. Informal communication is also known as _____ communication.
a) lateral b) visual c) grapevine d) none of the above
- III. What is the advantage of written communication?
a) Saves time b) Permanent record c) Saves money d) None of the above
- IV. List of items to be discussed and decided in a meeting is called agenda.
a) True b) False
- V. Cover letter and resume are the same.
a) True b) False

- VI. What is the full form of HR?
- VII. What is the full form of PPT?
- VIII. The word memo is a short form for _____ .
a) member b) memory c) memorandum d) all the above
- IX. Communication through newspaper and television is known as _____.
a) group communication b) mass communication c) distant communication d) all the above
- X. Which of the following is not a basic part of the business report?
a) Introduction b) Discussion c) Report summary d) Glossary

Part – B

2. Discuss important features of business communication.
3. Compose a congratulatory email to your colleague on his/her promotion.
4. What are the advantages and disadvantages of group discussion?
5. How will you conduct a business meeting as a leader?
6. Write a cover letter for the post of manager in a bank.
7. Do you think non-verbal communication is important in presentation? Why?
8. What are the business documents?
9. Write a note on the procedure of report writing.

Part – C

10. What are the principles or seven C's in business communication? Discuss.
11. Do you think one should follow the business etiquette and ethics? Why?
12. Discuss the role of business vocabulary in effective communication. Explore how the use of business vocabulary can enhance clarity and precision or hinder understanding.
13. Explain the advantages and disadvantages of telephonic communication.
14. Discuss some important types of web-based communications and explain its techniques.