

2018

BUSINESS COMMUNICATION – GENERAL

First Paper

(GE-2.1 Chg)

Module - II

Full Marks : 40

The figures in the margin indicate full marks.

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

1. What is meant by communication? When a communication is called a business communication? 2+2
2. Discuss the barriers to communication from different viewpoints. 4
Or,
What role does communication play in resolving conflicts? 4
3. What is Grapevine Communication? How can such communication be made effective? 2+4
Or,
What do you mean by communication network? Describe briefly the importance of corporate communication network. 2+4
4. "With the increasing use of modern communication tools, the world seems to be a global village."— Justify the statement with suitable examples. 6
5. Draft the minutes of the first Board Meeting of New Print Co. Ltd. 10
6. Draft a C.V. with cover letter for appointment as a marketing trainee in a Ltd. Company. 10
Or,
Write a letter to the manager of a branch of a nationalized bank seeking a loan for a small-scale enterprise. 10