

PAPER-3: Business Communication

Page no: 141-160

December 2006, BC

All questions are compulsory

- 1) What is 'communication'? What are the components of the communication process? Discuss which of them have no operational variation and which of them have operational difference/variation in oral and written communications. (2+8+10=20)
- 2) Answer any THREE. (3×5=15)
 - a. What is the 'effectiveness' of resume important in the job application process?
 - b. How does too much practice of downward communication make an organization autocratic in nature?
 - c. Should there be a space for personal talks in an organization?
 - d. What is Kinesics and why should one be conscious about it during communication process?
- 3.a) As an exporter of Handicrafts planning to enter the US market, write a letter to your bank seeking details of services they can offer you. 8
- b) Illustrate the use of AIDA strategy in the drafting of a sales letter. Identify and describe the basic components of such communication. 7
- 4) Enlist and briefly outline the major components of a typical business letter. 10
- 5) Write short notes on any FOUR of the following. (4×5=20)
 - a) Technology ombudsman
 - b) Presentation skills
 - c) You attitude Vs We attitude
 - d) Appearing in a interview
 - f) Grapevine and rumor mill
6. a) What is memo? Give a specimen of Memo concerning the transfer of an employee from one department to another. (3+7=10)
- b) Draft the minutes of AGM of a company known to you? 10

June 2007, BC

All questions are compulsory.

- 1) What is communication? What are the different methods of communication? Discuss the principles of effective communication.
- 2) Answer any THREE of the following questions.
 - i) Briefly explain the stages involved in systematic problem solving by a group.
 - ii) How formal groups are different from informal groups? (Give any three distinctions)
 - iii) 90% of the problems in any organization are caused by ineffective communication. How? Give any five reasons.
 - iv) 'Listening is the key ingredient of effective communication'. Comment.
3. a) Suppose you are an exporter of Nepalese 'palming' planning to enter the US market. Write a letter to your bank seeking detail or services they can offer to you.

- b) Illustrate the use of circular letters briefly and mention the important guidelines for writing a Circular letter.
- 4) Define business report and discuss the salient features of a well written 'shorter report.'
5. a) What is strategy? Discuss the types of strategies.

Global enterprises was established 10 years ago at Longport. When it was a small village near Rampur. The firm produced a number of decorative furniture. In the beginning there was only man management- Mr. Chadian Das But as demand and profit grew some executives mostly distant relatives of Mr. Chadian Das were employed. These people took the line of least resistance and merely kept on the right side of Mr. Das. Mean while leaper became more inhabited surrounded by few other workshops and residential housing. Mr. Das, however, was reluctant to move the factory large plot which he owned in an industrial area on the ground that he was sentimentally attached to leaper.

Since Mr. das had appointed Mr. Knavery. BE,MBA as Chief Manager, Mr Das used to visit the factory rarely. There was protest against the working style of Mr. Knavery and some people were suspended. His arguments was those week working environments, bad machineries, importer utilization of labor were the main causes of business failure.

He tried to convince of officers that the problem of increasing control of the factory by employees union needed to be dealt with greater firmness through the use of disciplinary procedures. The officers and superiors shared his views, but were reluctant to confront the union. Another point which he shared was that relatively stagnant market, which was attributed by him, was due to the lack of any organized marketing effort. All these aspects resulted in the declining profitability and difficulties in playing up suppliers on time.

One day the chief Executive called a meeting of all officers and suppliers and addressed them as following:

'I am here for me merely a year but find that I have made little progress because my ideas are not accepted. I am, therefore, forming an Inter departmental Committee consisting of Mr A from production, Mr.B from finance, Mr.C from marketing and my executive Assistant. Let modern management find out the faces, the weakness and what has to be done to improve the situation. Let modern management principles be the sole criterion of working and not sentimental attitudes. I shall give a full brief to the committee which should be carefully studied and which should become the starting point for committee's work'.

Read the above case carefully and answer the following questions:

What are the main problems of Global Enterprises?

6. a) What is après release? Enlist and briefly explain the basis of a press release with a sample.
- b) Go through the following email claim and point out the shortcoming that you have encountered. Also, discuss the fundamentals of writing a good message>

Subject: Your shipment of candy

Mr. Sunil:

For many years now I have bought your candies and have been pleased with them, However, last April 22, I ordered 45 boxes of your orange chocolates, and it appears you tried to push off some old stock on me, T have sold some of the boxes and already three customers have returned the candy to me. The candy is rancid- obviously old. Probably the whole lot was bad and I now have a bunch of dissatisfied customers.

I have taken the remaining boxes off the shelves and will send back to you after I get my money back.

December 07, BC

All questions are compulsory:

- 1) How do you define 'communication'? Describe the human communication process. What are the barriers to effective communication and how can they be overcome? (4+7+9=20)
 - 2) Answer any three. (3×5=15)
 - a) What's the importance of Resume in the job application process?
 - b) Discuss the significance of email message for today's business correspondence.
 - c) Why is good quality letter headed paper used for business letters?
 - d) What are collection letters? Mention the things to be taken into consideration while preparing such letters.
 - 3) What are the main contents of the minute of a meeting? What suggestion can you give for writing the minutes effectively? (7+8=15)
 - 4) What is a press release? Enlist and briefly explain basics of press releases. (2+3+5=10)
 - 5) Comment on the following statements about 30 words each. (5×4=20)
 - a) Social responsibility of business adds to the importance of communication.
 - b) The agenda facilitates smooth conduct of a meeting.
 - c) An office order is meant for internal use.
 - d) U [stream communication means democratization of affirm.
 - e) Grapevine provides psychological satisfaction to employees.
 6. a) Explain the difference between an Agenda, Notification and Minutes of a meeting in about 200 words. 10
 - b) What is memo? List the purpose of memo and illustrate its format. (2+4+4=10)
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June 2008, BC

All questions are compulsory.

- 1) Comment on any FIVE of the following in about 30-40 words each:
 - a) The process of communication begins with a sender.
 - b) Diagonal communication takes place between people working at different levels.
 - c) Written communication is a time consuming activity.
 - d) Empathic listening is good for healthy human relation.
 - e) Too frequent pauses do spoil the speech.
 - f) Our surrounding environment speaks its own languages.
 - g) The face is the index of mind.
- 2) Define meeting and discuss its importance. What are general principles of meeting?
- 3) Ms. Sharmila Sharma, Managing Director of Nepal Coffee Outlets that has the chain of outlets in Kathmandu city wants to expand her business in one of the cities outside the valley. She is thinking of

Pokhara, Birarnagar, Birgunj and Butwal as appropriate location for business. She has been unable to decide about the best location for starting the business. So, she has asked you to study the places and write a report for her focusing on: (a) observation of the given location, (b) Specialties of each locations and (c) final recommendations:

- 4) Write a letter to a General Insurance Company to assess loss by fire.
- 5) Answer any FOUR:
 - a) What is memorandum? Support your answer with a specimen.
 - b) What might be basic features IF Claim Letters?
 - c) Word needs help of Graphic Aids. Justify the statement.
 - d) In sales writing you attitude is better than we attitude. Elaborate the statement.
 - e) What is the importance of email in the modern of business?
- 6) Write short notes on any four:
 - a) Kinesics
 - b) Oral presentation skills
 - c) Importance of resume in job application process
 - d) Importance of effective communication
 - e) Para language

DEC 2008. BC

Attempt all questions.

- 1) What is communication? What are the major factors of communication? Explain each with examples.
5+15=20
- 2) Answer the following questions:
 - a) Read the following passage and answer the questions which follow in complete sentences (within 15 words):
5×2=10

As with many giant steps in technology, today's home television set may soon be replaced by something still more up to date. It will involve ideas that science fiction people have been picturing for decades in fact for, a century or so. Now, at last, in diverse laboratories and field tests, their visions are turning into practical hardware. The ingredients seem to be right at hand.

A factor behind the advances is a development relating to cable television. This system has long been able to deliver 20 channels or more- a versatility impossible to over -the - air television- and so far not at a sensational profit. However, now it is about to be expanded further, in a fashion, it may soon offer a choice of hundreds of channels, along with another dramatic option- two way communication, the chance to talk back.

The key to all this is a mysterious 'optical fiber', now emerging from the laboratory. This glass fiber looks like a thin violin string. Laser beams can travel through it and incredibly carry innumerable streams of communication simultaneously in both directions.

It goes like this. In one wall of your room will be a silkscreen. It will be able to bring you a wide range of images and sounds and data, via push button controls. In the first place, you can summon up current events, drama offerings, game shows, and athletic contests- not unlike your current

television choices. But you may also decide to see a classic film which a computerized switching system can call forth from an archive. Or, you may decide to take a university course, prepared and stored in an electronic repository, each lesson, as and when you need it, can be summoned by your push button, and the sequence will be climaxed by your grade, which will at once be recorded somewhere in a data bank. For intensive study you may want some information on paper rather than on the screen. Pushing the right buttons, you can bring it spilling out in the form of a 'printout'. Your income tax forms may reach you in the same unless that primitive business is abolished for an entirely new system. Similarly year daily newspaper may also reach you in this way:

- i) How is cable vision superior to over- the air television?
 - ii) How will the addition of the "optical fiber" to cable television improve its performance?
 - iii) What does the optical fiber book like?
 - iv) In the improved cable television system, how can you choose your favorite program?
 - v) How will these expanded cable television system deliver your daily newspaper?
- b) What had been television's influence on the press? (Mass Media and Society, Gerald barry, J. Bronowski, James Fisher and Julian Huxley) 10

- 3) As Manager for the headquarters office of the International Christian Assembly, a non denominational religious organization, you are concerned about the quality of your organization's reports. You believe that most of your writers need a refresher course in the techniques of effective report writing.

After appraising the extent of the problems, you decide to write to Dr. Jennifer Saar, who taught you business communication at Sate University. You consider her an A.I authority in business writing and an outstanding teacher, Dr. Saar does much consulting work for business at \$600 per day plus expenses. Although your organization cannot pay that price, you decide to try to get the professor consultant to drive to your office once a week for five weeks to conduct a business report writing program. You can pay \$300 per session plus expenses- but that's all your training budget will permit. Perhaps, if she knows that your organization exists solely on the contribution of its members and is dedicated in promoting brotherhood among all races, creeds and nations, she will be willing to work in reduced rate. (You may use your imagination to supply additional information about the organization and its operation.)

Identify the problem the manager is facing and write a letter, that will persuade the professor to conduct the program for you at the reduced fee. 10

- 4) Discuss the types of language generally used in email message. Elaborate the important qualities of email writing. 10

- 5) Answer the following questions:

a) What is " you attitude" in communication? What are some of the ways to implement this attitude in written or spoken communication? Discuss the use of the word 'you' always ensure the use if this attitude? 4+4+2=10

b)How does ability to communicate make human being distinct from animals? What are some of the benefits that human enjoy because of this precious strength? 5+5=10

- 6) Answer any four: 4×5=20

- a) "The interview is the key to the success of the application". Explain the statement with suitable interview skills.
- b) The indirect order is especially effective when we must say no or convey other disappointing news. Explain this statement.
- c) Discuss the importance of press release in business communication.
- d) How do you think cover letter and resume have complementary relationship?
- e) Discuss the main contents of a minute of the meeting.

June 2009, BC/ Foundation

Attempt all questions.

Question No.1

What are the suggestions for selecting words that are helpful in communication? 20

Question No.2

Movies are popular all over the world. Write a five paragraph essay giving reasons behind their popularity. The first paragraph should have a good beginning and thesis statement (main idea of the whole essay) underlined. All the paragraph should have unity (should have just major idea), coherence (the ideas should flow systematically) and development (the major idea should be well developed). Your last paragraph should conclude the essay by restarting the thesis statement. 15

Question No.3

Answer ANY THREE of the following questions: 3×5=15

- a) Describe the process of communication in a paragraph.
- b) What is "you attitude"?
- c) Why is executive summary written in the business reports and proposals?
- d) What is the basic difference in direct and indirect order?

Question No.4

There is no way of writing a resume. What are the basic elements of a good resume? Illustrate your answer by providing your resume. 5+5=10

Question No 5'a'

Think of a situation where you have to write a bad news letter. Furnish all the details and write it. 7

Question No 5'b'

You are the human resource manager of ICAN. Currently, you had a vacancy announcement for the single post of communication instructor. Many candidates applied, and after a rigorous process you selected Ms. Babina Sherpa on the post. Now write a letter informing her about the selection. 8

Question No.6'a'

3×5=15

Write short notes on ANY THREE:

- i) Press release
- ii) Interview skills
- iii) Primary and Secondary research
- iv) Type of language used in email message



Question No.6'b'

Answer ANY TWO:

2×5=10

- i) What are the techniques of conducting meetings?
- ii) Differentiate between cover letter and resume
- iii. Discuss the main contents of a minute of the meeting.

December 2009, BC/Foundation

All questions are compulsory

1) Mention four main forms of business communication with their distinctive characteristics in brief. 20

2) Answer the following questions:

5×3=15

Give reasons explaining people's preference for the newspaper over the television news coverage.

- a) How will the addition of 'optical fiber' to cable television improve its performance? Even though science and literature are concerned with very different areas of human life, they have something in common. Where does this similarity lie?
- b) How does the author justify the significance of a Technological Ombudsman in relation to overcoming irresponsible use of technology at the cost of the public at large?
- c) What is closed system? Explain how the earth can be compared to a closed system.

3) Write short notes on:

5×3=15

- a) Terms of Reference (TOR) in proposal writing
- b) Memorandum writing in internal operational communication
- c) Primary and Secondary data
- d) 'You attitude' in business correspondence
- e) Techniques of conducting meetings

4) What is non verbal communication? Explain its advantages and limitations.

2+8=10

5) Attempt the following:

a) In response to the WANTED advertisement published in the Kathmandu Post dated 21 November 2009, for the post of Assistant Manager, write an application letter addressed to the Personal Manager of ABC Bank, including the following: 16

- i) The resume head
- ii) Objective/ smart statement
- iii) Academic history
- iv) Area of specialization, and
- vi) training

b) Describe briefly any two of the following

2×2=4

- i) Discrimination Listening
- ii) Feasibility report
- iii) Memo writing

6) Explain the following (Any Five)

5×4=20



- a) The process of communication is cyclic, not linear.]
- b) Two ways of overcoming communication barriers.
- c) Grapevine is an informal communication
- d) Two ways communication is more democratic than one way communication
- e) Difference between invited and uninvited proposal
- f) Importance of graphic use in business communication

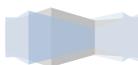
June 2010,BC/ Foundation

1. What are the main forms of communication? Discuss the barriers to effective communication. 8+12=20
2. Answer the following questions: 3×5=15
 - a) What roles did the Renaissance and the Industrial Revolution play in the ascent of man?
 - b) How does Eric barnouw predict the future of communication? (Beyond Television: The future of communication)
 - c) Think that you have applied for the post of management trainee at Siddhartha Bank Ltd. You are shortlisted and called for an interview. Write ten specific questions that you expect to be asked in the interview.
3. National FMCG Product Company seeks a competent, energetic & dynamic candidates for the post of Regional Manager. The candidate must have academic qualification- Bachelor Degree from recognized university in management and experience of at least 7 years in sales and marketing in FMCG products. Job station will be western Nepal, and the computer knowledge is must. Prepare a resume and cover letter to send to the company. 7.5+7.5=15
4. How can the human errors be avoided while interpreting the finding of the report? 10
5. Answer the following questions: 4×5=20
 - a) What is the difference between reports and proposals?
 - b) In what kind of correspondences do you use indirect order?
 - c) What are some of the types of listening?
 - d) What are some of the keys of successful oral presentation?
6. Write short notes: 4×5=20
 - a) Why do you think that business needs to communicate?
 - b) What is a memo and why it is used in the offices?
 - c) What is short report? Explain its structure and composition.
 - d) How do you improve your listening ability?

December 2010,BC/Foundation

All questions are compulsory.

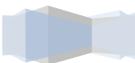
1. What are some of the barriers of communication? How can we reduce those barriers? 10+10=20



CAP-I Examination Questions**June 09, BC/ CAP-I**

Attempt all the questions.

1. What is the importance of communication in business? Discuss the main forms of communication. (5+10=15)
2. Write a newspaper article, in about 30 words on the potential and challenges in the fiscal reforms in the presence context of Nepal. Also suggest some effective measures to avoid the challenges and to meet the goals of successful fiscal reforms in Nepal. 15
3. a. As a Managing Directors of a business organization, draft a memorandum informing all the staff that the staff that the Christmas party to be organized on behalf of the management authorizes has been postponed and will be held after the busy business season. 7
b. Assuming that you are the Personal Manager of Siprodi Trading Ltd., write a letter of recommendation for an employee who served the Sales Department of the organization for a couple of years.
4. Being on the ground on the essay "Mass Media and the Society" written by Gerald Barry Etal, present your views on 'Making the role of a mass media constructive in bringing not social, political and economic revolution in Nepal.
5. Answer any three of the following: (3*5=15)
 - a. As the head of the Sales Department of a multinational company, write a welcome email message to a subordinate who has been transferred to your branch office.
 - b. Briefly discuss the component of the business letter.
 - c. What is a press release? Enlist and briefly explain the press release.
 - d. What is a meeting? Discuss any five techniques of conducting a meeting.
6. Explain the use of non-verbal cues in effective oral communication. 10
7. Answer these questions: (5+5=10)
 - a. Change the following remarks into more polite forms of English
 - Please send the cheque within the required date.
 - Would you pass me that newspaper, please?
 - Can you write it for me?
 - Will you send us your proposal?
 - b. Combine the following sentences by using a relative clause:
 - Jack was shot at the end. They had given all responsibilities to Jack.
 - He joined the army. His father is also in the army.
 - It was the book. I had been searching for the book for long.
 - He burnt the shelf. He took all the books from the shelf.
 - The garden was really beautiful. She used to spend most of the time in the garden.
8. Write short notes on any two of the following: (2*5=10)
 - a. Resume
 - b. Press Release
 - c. Upward and Downward communication.



December 2009, BC/CAP-I

All questions are compulsory.

1. Why is the importance of communication important in business? Describe the formal and informal communication networks in the business organization. 15
2. Using the model for the communication process as a base, explain how people reading and hearing the same message can disagree on its meaning. 10
3. Answer the three of the following questions: (3*5=15)
 - a) What is the role of adaptation in selecting the words that communicate?
 - b) "Some short words are harder and some long words are easy. Thus, the suggestion to prefer short words doesn't make sense". Discuss.
 - c) What is your point view? What is its importance in business correspondence?
 - d) Why is conversational style favored in business correspondence nowadays?
4. How are advertisements harmful to us? Explain the duty of consumer protection societies with reference to the easy "Protection from Advertisement". 10
5. a) Suppose you are the manager at Himchuli Stores. Ms.Arati Khanal, a customer from the nearby city, bought a John Players' expensive pullover from your store two weeks ago. Noe she has mailed it back asking for a refund. Ms. Arati explained that the dress was not good fit and that she really did not like it anymore. But some stains on the dress proved that she had worn it. Now, write a negative message letter refusing her request with proper explanation why her money can't be refunded. 7
- b) You are the Customer Service Manager of Surya Electronic Supply, Santipath, Birgunj.You have received a complaint letter from your regular customer demanding replacement for the damage goods or refunded. 8
6. a) Describe how audience analysis contributes to any oral and written communication. 5
- b) Explain the role of voice quality in effective oral communication. 5
7. a) Write your view point sentences to cover each of the situation describe. (5*2=10)
 - We are happy to have your order for Hewlett products, which we are sending today by UPS.
 - We sell the Chicago cutlery set for the low price of Rs. 400 each and suggest a ratal price of Rs. 500.
 - Our policy prohibits us from permitting outside groups to use our equipment except on a cash rental basis.
 - We have been quite tolerant of your past due accounts and must now demand payment.
 - We have received your report of May 1.
- b) Rewrite the following sentences by correcting them grammatically and making them more concise and business like. (5*1=5)
 - A bottle containing poison was found by a man.
 - Today is my birthday and to celebrate it I had a cake with sixteen candles on it.
 - A bowl of apples were standing on the table.
 - Every boy and girl in the class were awarded a certificate for their work.
 - I have a date with the pediatrician tomorrow.
8. Write short notes on any two of the following: (2*5=10)
 - a) Non-verbal communication
 - b) Extemporaneous presentation
 - c) Grapevine

JUNE 2010, BC/CAP-I

All questions are compulsory.

1. Explain the notion of communication from the perspective of organizational business. Elaborate the concept of internal and external communication systems along with examples. 5+10=15
2. Write an essay on the importance of ritual and ceremonies in our life. Your essay should have introduction, body paragraphs and conclusion. 15
3. Answer any THREE of the following questions: (3*5=15)
 - a. What is grave vine? What function does it perform?
 - b. Explain the process of communication.
 - c. Why should we analyze audience for the effective communication?
 - d. What is indirect order? In what situations do we use it?
4. Being based on the essay 'Protection from Advertisement'. Write an essay on 'Impact of Advertisement on public life'. Include some important points that one needs to consider while designing and advertisement, be it visual, audio or both. 10
- 5.a. You are the Human Resources Director of Brandy- Jackson Group. A month back you had announced a vacancy for the accountant position and now you have fulfilled it. There were 30 qualified applicants in the beginning and at last just two candidates were called for the final interviews. Since you could not select both ,you had to reject Ms Dipan Nissani. Write an effective refusal letter to her. 7
- b. As the head of the Department of Foreign Affairs in an international company, draft a memorandum addressing all the staff members of the department, informing that they required to submit their application with vote of interest to work overtime for the summer seasons. 8
6. What is nonverbal communication? Discuss some common types of non verbal communication. 10
7. Attempt these questions.
 - a. Rewrite the following sentences removing a grammatical flaw in each of them. (5*1=5)
 - i. One of my friends is a journalist.
 - ii. I have reading this for three days.
 - iii. I could never finish that book although I devote six days on it.
 - iv. Let he enjoy it.
 - v. A bunch of clouds are good metaphor for the pain and suffering he went though.
 - b. Change the following statements as indicated in the brackets. (5*1=5)
 - i. The department budget can be observed to be decreasing each year. (Remove round about construction)
 - ii. He ordered desks that are of the executive type (Remove surplus words)
 - iii. In the event that payment is not made by January, operations will cease (Remove cluttering phrases)
 - iv. If the customer pays promptly, he is placed on out preferred list. (Remove sexist words)
 - v. We must bring about a reconciliation of our differences. (Remove camouflaged verb)
8. Write short notes on any TWO of the following: (2*5=10)
 - a. Sender and Receiver
 - b. Formal and informal communication
 - c. Price release

Dec 2010, BC/CAP-I

Attempt all questions

1. Explain the importance of having good communication skill in the business world, and briefly describe the three main form of communication found in business organizations. 15
2. Write an essay in about 250 words on 'use and misuse of science in the present content of the world'. Include the ideas dealing with the present context, roles and threats of science and technology. 15
3. Answer any THREE of the following questions: (3×5=15)
 - a. List five sources that you can use to find employment, and the significance of each in one or two sentences. Additionally, explain why it is important to utilize online resources while looking for employment or promotions.
 - b. What is miscommunication? How does it occur?
 - c. Organization cannot function without open and effective communication. Explain
 - d. Communication is never perfect. Clarify.
4. Being based on Alvin Toffler's essay 'A Technology Ombudsman' explain the notion of technology ombudsman. 10
5. Attempt these questions: (7+8=15)
 - a. As the Director of Advertising at Fun & Fun Co. write a letter of recommendation for an employee who has been an advertising representative in your company for over fifteen years, and is now seeking the same position in another company.
 - b. You are the Customer Service Manager at Annapurna Attire. Recently, you received a letter of complaint from a regular customer stating that her shipment of thirty suit sets was missing ten vests, and that she required replacement or a refund for those vests. Write a letter of adjustment assuring her that the missing vests would be shipped out immediately.
6. Make a checklist of the information that an executive summary of a report contains. 10
7. Attempt these questions:
 - a) Change the following we- view point expression into you-viewpoint ones: (5×1=5)
 - i) We are glad to inform you that we have delivered the goods according to your order.
 - ii) I am pleased to inform all that we are using the new bus from tomorrow.
 - iii) We have received your report on international transactions.
 - iv) We have decided to open the branch show room at your business house.
 - v) We have received the copy of minute.
 - b) Edit the following sentences to make them grammatically correct and business friendly (5×1=5)
 - i) None of them were invited at the press conference.
 - ii) We have been benefitted from the decision of your company.
 - iii. Please treat as most strictly as confidential.
 - iv. This decision will be more effective at 3rd of March.
 - v. The cause of fire is yet to be unknown.
8. Write short notes on any FOUR of the following: (4×2.5=10)
 - a) Difference between report and proposal
 - b) Proxemics
 - c. Concreteness in writing
 - d. International Communication
 - e. Difference between a memorandum and a letter

June 2011, BC/CAP-I

All questions are compulsory

1. Analyze the formal and informal communication networks and their importance in a business organization. 15
2. As computers are being used more and more in educations, there will be soon no role for teachers in the classroom. Do you agree or disagree with this statement? Take a position and write a five paragraph essay. 15
3. Answer any THREE of the following questions: (3×5=15)
 - a. Discuss the role of audience analysis in oral presentation.
 - b. Briefly explain the barriers that culturally derived words create in business communication.
 - c. What do you mean by decoding? How is it related to encoding in the process of communication?
 - d. What is a memorandum? What are some basic guidelines you should follow while writing a memorandum?
4. "A technological ombudsman carries out a number of activities as a significant deterrent to technological irresponsibility." Explain this extract with reference to Alvin Toffler's essay 'A Technological Ombudsman.' 10
5. Attempt these questions: (7+8=15)
 - a. As a marketing Directors of Everest Attire. Write a letter of recommendation for an employee who has been a marketing representative in your company for over fifteen years and is now seeking the position of Assistant Marketing Director.
 - b. Write a letter to the Executive Director of Save Insurance Company, Thapathali, informing him/her about the loss in your factory because of fire caused by an explosion and requesting him/her first for assessment of the loss, and then for the arrangement of an early settlement of your claim.
6. Answer these questions: (2×5=10)
 - a. Why is it said that communication is always imperfect? Give reasons.
 - b. Briefly discuss the general principles of an effective meeting.
7. Answer the following questions:
 - a. Rewrite the following sentences removing a grammatical flaw in each of them: (5×1=5)
 - i. She has not already had her bags checks.
 - ii. Let they go, will you?
 - iii. Did you notice them there?
 - iv. She came and her husband does not.
 - v. He was died in an accident.
 - b. Rewrite the following sentences as directed in the brackets: (5×1=5)
 - i. The president is of the opinion that tax was paid. (use economical wording)
 - ii. We must assemble together at 10:00 AM in the morning. (eliminate needless repetition)
 - iii. Job rotation is when you train people by moving them from place to place . (avoid illogical construction)
 - iv. We have received your report of May 1. (write in you- view point)
 - v. We regret to inform you that we must deny your request for credit. (write in positive language)
8. Write short notes on any Four of the following: (4×2.5=10)
 - a. Resume
 - b. Executive summary
 - c. Grapevine
 - d. Non discriminatory language
 - e. Buffer

Dec 11 Business Communication

All questions are compulsory

1. What do you mean by business communication? Discuss the role of communication in business Organization. 15
2. Write an essay in about 250 words on 'Prosperity through tourism'. 15
3. Answer any THREE of the following questions: (3×5=15)
 - a) Discuss some of the significant barriers to effective communication.
 - b) Describe how formal and informal communication networks operate in an organization.
 - c) Why is it important for business professionals to develop their presentation skills?
 - d) How does one establish business like atmosphere at a meeting?
4. Being based on the essay ' Mass Media and Society', present critically your view on the roles of mass media In the development of children. 10
5. Attempt there questions: (7+8=15)
 - a) Draft a memo requesting co worker in the department to donate money to the company's charity organization that operates weekend camp for the physically challenged children.sss
 - b) Write an email message to a customer informing him that one of the books he ordered over the internet is out of stock.
6. Answer these questions: (2×5=10)
 - a) What is non verbal communication? Briefly explain three types of non verbal communication.
 - b) What is a report? Mention three major objectives of report writing.
7. Answer the following questions:
 - a) Complete the following sentences choosing the best option from the given alternatives. (5×1=5)
 - (i) The brand that we had mentioned in the demand sheet is entirely different..... the one that you've Sent us. (from,than,as)
 - (ii) The candidates are required to..... an oral and a written examination. (give, take, participate)
 - (iii) If you don't pay up, we Take legal action. (shall, would, are_
 - (iv) Let..... have order according to the agreement. (he, his, him)
 - (v) The news..... nothing to do with our organization. (is, has, have)
 - b) Rewrite the following sentences as directed in the bracket: (5×1=5)
 - (i) There are four rules that should be observed. (Eliminate the surplus words).
 - (ii) It is essential that the income he used to retire the debt. (Eliminate the roundabout construction)
 - (iii)Please endorse your name on the back of this check. (Eliminate repetition)
 - (iv) Job rotation is when you train people by moving them from job to job. (Improve the illogical Construction)
 - (v) Smoking is not permitted anywhere except in the lobby. (Change into positive construction).
8. Write short notes on any four of the following: (4×2.5=10)
 - a) Press release
 - b) Meaning of group dynamics
 - c) Steps for writing good précis
 - d) Persuasive letter
 - e) Bad news memo

Notes:

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