

End Semester/Reappear (Semester II) Examination July 2022

Programme: BBA (Logistics)
Subject: Business Communication
Subject Code: L19C12
Enrollment No: _____

Full Marks: 70
Time: 3 Hrs.

Section I

- 1. Short Answer type questions. Answer any four.** **4 x 5 = 20**
- a. Elaborate the concept of “filter” in the process of communication.
 - b. Define clarity and accuracy in academic writing.
 - c. Explain fallacy and inferential comprehension.
 - d. List at least five features of the layout in a business letter.
 - e. Explain salutation and signature in an E-Mail.
 - f. Define Office memorandum.

Section II

- Long Answer type questions. Answer any three.** **3 x 10 = 30**
2. Evaluate the relevance of critical and creative thinking.
 3. Discuss organizational communication.
 4. Explain relevance and precision.
 5. Explain the importance of video conferencing as a communication tool.
 6. Draft an office-memo for introducing a new health scheme for the employees.

Section III

- Application based questions. Answer any one.** **1 x 20 = 20**
7. Design an effective plan for minimizing barriers in the work place communication.
 8. Plan a strategy to develop active listening.
 9. Evaluate the process of communication with the help of a diagram.
