

23-12-2015



DOON UNIVERSITY, DEHRADUN
Final Examination, First Semester, 2015-16
School of Management
IMBA-105, Business Communication

Time Allowed: 3 Hours

Maximum Marks: 50

SECTION: A

A. Multiple Choice Questions. Attempt all questions. (Marks:10*1=10)

1. The following is (are) non-verbal communication

- a. Facial expression
- b. Appearance
- c. Posture
- d. All of the above

2. Communication is the task of imparting _____

- a. Training
- b. Information
- c. Knowledge
- d. Message

3. Match the following

- | | |
|---------------------|-------------------------|
| A. Pressures | 1. Visualize future |
| B. Keen foresight | 2. Limited vision |
| C. Vision | 3. Positive growth |
| D. Positive Changes | 4. Power of imagination |

4. The following is the permanent records for business.

- a. Business letters
- b. Ledgers
- c. Production reports
- d. All of the above

5. The _____ body of the presentation should be broken into short and clear units.

- a. Main
- b. Middle
- c. Upper
- d. Lower

6. _____ of the letter consists of main message.

- a. Heading
- b. Body
- c. Greeting
- d. Closing

7. The following is (are) the most effective ways of communication.

- a. Verbal
- b. Non verbal
- c. Written
- d. All of the above

8. The _____ of business letter is called layout.

- a. Body
- b. Content
- c. Pattern
- d. All of the above

9. Communication is the Exchange of

- a. Facts
- b. Opinion
- c. Emotions
- d. All of the above

10. The English word 'Communication' is derived from the words

- | | |
|----------------------------|------------------------------|
| A) Communis & Communicare | B) Communist and Commune |
| C) Communism & Communalism | D) Communion and Commonsense |

SECTION: B

Attempt any four Questions .

(Marks: 4x5=20)

Q.1: What do you mean by formal communication? Explain its advantages.

Q.2: Draft an office order giving the details of continued absence of an employee and the proposed action to be taken against him/her.

Q.3: Explain communication barriers with suitable examples.

Q.4: Write a memorandum from Vice-President to Finance Manager of ABC Company, informing him about an increase in the Diwali bonus for all the employees.

Q.5: Discuss the role of social media as medium of communication in modern business.

Q.6: "Gesture, Voice tone and Pauses plays an important role in effective presentation". Discuss the statement.

SECTION: C

Attempt any two questions:

(Marks: 10x2=20)

Q.1: Explain the listening process. What are the essentials of effective listening?

Q.2: What do you understand by written communication? Define any two forms of written communication.

Q.3: "Technology plays a vital role in business communication". Support your argument with explaining the role and use of technology in business communication.