**GLOBAL COLLEGE INTERNATIONAL**

**PRE-BOARD EXAMINATION 2023**

**BACHELOR OF BUSINESS ADMINISTRATION-BBA**

**SEMESTER II**

**Subject: Business Communication Course Code: MGT 421**

**Full Mark: 100 Time: 3.00 Hours**

*You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.*

**SECTION B: SHORT ANSWER QUESTIONS [8 x 5 = 40 MARKS]**

*Answer any EIGHT questions:*

Q1. Punctuations can change the meaning of an expression. Give five examples where punctuations bring such difference.

Q2.List five ways of enhancing Reading and Listening skills.

Q3. List five communication barriers and ways to overcome them (2.5 + 2.5)

Q4. Write some of the eating and talking behaviors when you are having a business meal.

Q5. Prepare an agenda and minutes of a business meeting.

Q6. Circle the preferred choice within each set of parentheses

1. Everyone ( *accept, except* ) Barbara King has registered for the company competition.
2. We need to find a new security ( *device, devise* ).
3. The Jennings are ( *loath, loathe* ) to admit that they are wrong.
4. That decision lies with the director, ( *who’s whose* ) in charge of this department.
5. In this department, we see ( *a lot, alot* ) of mistakes like that.
6. In my ( *judgement, judgment* ), you’ll need to redo the cover.
7. He decided to reveal the information, *( irregardless, regardless* ) of the consequences.
8. Why not go along when it is so easy to ( *accomodate, accommodate* ) his demands?
9. When you say that, do you mean to *( infer, imply* ) that I’m being unfair?
10. All we have to do is try ( *and, to* ) get along with him for a few more days.

Q7. Using AIDA method, write a persuasive letter to a defaulting customer of yours who has been refusing make payment for a long time.

Q8. Write an email to your CEO, using appropriate format and style, giving the progress report of your assignment.

Q9. Write a circular to all the employees of your company about the new decision that the company has made.

Q10. List some of the business etiquettes and office protocols. What is the role of courteous language in business etiquette?

**SECTION C: LONG ANSWER QUESTIONS [3 x 10 = 30 MARKS]**

*Answer any THREE questions:*

Q11. Explain the process and flow of communication.

Q12. Explain with examples the three-step writing process while drafting business documents

Q13. What are the different components of a letter? What care should you take about them while drafting your letter? (5 + 5)

Q14. You want to start a Travel and Tourism Business and want to apply for loan from the bank which asks you to submit a detailed proposal. Write a proposal to match this requirement.

Q15. Develop a business report on a feasibility study you have undertaken to start a new business (you can imagine your own feasibility study)

**SECTION D: CASE STUDY [15 MARKS]**

Q16. Read the following case and answer the questions that follow:

When it’s time to revise and polish your message, your word processor helps you add, delete, and move text with functions such as cut and paste (taking a block of text out of one section of a document and pasting it in somewhere) and search and replace (tracking down words or phrases and changing them if you need to). Be careful, though; choosing the “replace all” option can result in some unintended errors. For example, finding power and replacing it with strength will also change the word powerful to strengthful. In addition, the AutoCorrect feature of many word processing programs allows you to store words you common misspell or mistype, along with their correct spelling. So if you frequently type teh instead of the, AutoCorrect will automatically correct your typo for you. Software tools such as revision marks keep track of proposed editing changes electronically and provide a history of a document’s revisions. The revisions appear in a different font color than the original text, giving you a chance to review changes before accepting or rejecting them. Besides adding, deleting, and moving text, you can use revision marks to attach electronic notes and keep track of editing changes made by team members. This feature is especially helpful if you are writing collaborative messages. By all means, use any software that you find helpful when revising your documents. Just remember that it’s unwise to rely on grammar checkers or spell checkers to do all your revision work. What these programs can do is identify “mistakes” you may overlook on your own. It’s up to you to decide what, if anything needs to be done, and it’s up to you to catch the mistakes that these computer programs can’t.

**Questions:**

a) What caution do you need to take while working with word processor?

b) How does track change feature help you in editing?

c) Who, do you think, is the writer of these lines and for whom is it intended?

d) What are the limitations of grammar checkers or spell checkers?

e) Write your own experience of using a word processor.