No. of Printed Pages—2

47 (BCO)

[17–HDGKACRM–M1]

PGDTHM 1st Semester Exam., 2017

BUSINESS COMMUNICATION

(PGDTHM-03)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each within *50* words) : 2×5=10

(a) Define office environment.

(b) Write a short note on letter writing.

(c) State the meaning of notice.

(d) Define press release.

(e) State the meaning of executive summary.

(f) Write a short note on oral presentation.

2. Answer any *three* from the following questions (each within *150* words) : 4×3=12

(a) Outline the different points that should be considered while writing a memo.

(b) Mention the different types of notices that are followed in an organization.

(c) Outline the different components of an executive summary with an example.

(d) Discuss the main factors that should be considered while giving slide presentation.

3. Answer any *three* from the following questions (each within *250* words) : 6×3=18

(a) Define communication. State its different features. 2+4

(b) Discuss the various components of a business letter. Explain with an example.

(c) Outline the main features that should be considered while writing a press release. Explain with an example. 4+2

(d) Explain with a diagram the various barriers to communication.

4. Answer any *four* from the following questions (each within *500* words) : 10×4=40

(a) Why is communication important in an organization? Discuss the components of communication process.

(b) Write short notes on the following : 3+4+3

(i) Office management

(ii) Filing system

(iii) Office layout

(c) Outline the criteria for writing a good project. Discuss the advantages and disadvantages of a project method. 4+3+3

(d) Mention in detail the equipments used for filing in an office. Discuss the methods of filing. 5+5

(e) Discuss the components that should be considered while writing a project report.

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