No. of Printed Pages—2

47 (BCO)

[18–HRGPKAC–M1S]

PGDTHM 1st Semester Exam., 2018

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) Why business letters are important?

(b) Define report.

(c) Define notice.

(d) Define memo.

(e) State the meaning of 'executive summary'.

(f) Define press release.

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

(a) Discuss the importance of communication in business.

(b) State the process of report writing.

(c) Discuss the functions of an office.

(d) Discuss the significance of business presentation.

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

(a) As a manager of a hotel that provide fooding and lodging facilities, write a business letter to your customers providing information about the offers provided by your hotel during the festive season.

(b) Discuss the different types of formal communication.

(c) Discuss the factors that require attention at the time of writing a notice.

(d) Discuss the significance of filing system in an office.

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

(a) Discuss the various barriers to communication.

(b) Write an executive summary of a marketing research project conducted by your company on the awareness of products of your company.

(c) Discuss the importance of proper layout and environment of an office.

(d) Discuss the structure of a project report.

(e) Write a complaint letter to the supplier for supplying defective goods. Write a notice informing the Board of Directors about the Board Meeting. 5+5=10

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