

Seat No	
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**BA (English) (SEM/CR) CBCS Part-I Semester-I Examination: Oct/Nov.-2023**

**English (Optional) Paper-I**

**OEBCM01101: Business Communication (Part-I)**

**Day and Date: Thursday, 28/12/2023**

**Total Marks: 60**

**Time: 2.30 PM To 4.30 PM**

Instructions:

1. All Questions are Compulsory.
2. All Questions carry equal marks.
3. Figures to the right indicate full marks

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**Q.1. Choose the Correct alternatives from the following.**

15

- 1 There are ..... types of memory.  
a) one b) two c) three d) four
- 2 Which of these is not a step in the listening process?  
a) To stop talking b) Receiving c) Misinterpreting d) Responding
- 3 Which of these types of listening is followed by skilled listeners?  
a) Focused listening b) Evaluative listening c) Attentive listening d) Empathetic listening
- 4 Which of these must be avoided in business letters?  
a) Polite words b) Formal words c) Abbreviations d) Clear details
- 5 Communication through exchange of ..... is known as correspondence  
a) sounds b) pictures c) gestures d) letters
- 6 Business correspondence means the exchange of information in a written format for the process of ..... activities.  
a) domestic b) medical c) business d) None of these
- 7 Which of the following letters is NOT a Business letter?  
a) Letter of Inquiry b) Letter of Claim c) Letter of Condolence d) None of these
- 8 The ..... of a business letter usually contains the name and postal address of the business.  
a) inside address b) salutation c) heading d) None of these
- 9 ..... must be factual, economical and clear.  
a) Programme b) Felicitation c) Report d) All of these
- 10 The main purpose of a business report is to make ..... that is relevant to the company.  
a) plan b) advertisement c) data d) brochure
- 11 Which of the following is an AI powered tool?  
a) Grammarly b) Crystal c) Zoom.ai d) All of these

- 12 Grammarly tool is used to improve ..... skills.  
a) spoken b) presentation c) writing d) None of these
- 13 Down ward communication flows from ..... to.....  
1. Upper to lower 2. Lower to upper 3. Horizontal 4. Diagonal
- 14 Which of the following is the permanent records for business?  
a) Business letters b) Ledger c) Production reports d) All of the above
- 15 Which of the following types of words are used for verbal communication?  
a) Acronyms b) Simple c) Technical d) Jargons

**Q.2. Write short Notes (Three out of Four) .**

15

- 1 Importance of effective business communication
- 2 Discriminative Listening
- 3 Various expressions used to open a Telephonic communication with examples
- 4 Business report

**Q.3. Write short Answers (Three out of Four) .**

15

- 1 What are the methods communication?
- 2 Explain ABC Model of writing ?
- 3 Why is the body of the letter an important part of the letter?
- 4 Explain any two AI Communication tools.

**Q.4.. Answer the following question on broad. (One out of two).**

15

- 1 What are benefits of writing skills ? Explain in detail.
- 2 Write a telephonic conversation between Rekha and Roopa about booking the hotel. Use the following points: booking a hotel room, type of room, rate, facilities, duration of stay etc

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# Model Answer Paper

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Q.1. Choose the Correct alternatives from the following.

15

1 There are ..... types of memory.

a) one b) two c) three d) four

Option 2

2 Which of these is not a step in the listening process?

a) To stop talking b) Receiving c) Misinterpreting d) Responding

Option 3

3 Which of these types of listening is followed by skilled listeners?

a) Focused listening b) Evaluative listening c) Attentive listening d) Empathetic listening

Option 2

4 Which of these must be avoided in business letters?

a) Polite words b) Formal words c) Abbreviations d) Clear details

Option 3

5 Communication through exchange of ..... is known as correspondence

a) sounds b) pictures c) gestures d) letters

Option 4

6 Business correspondence means the exchange of information in a written format for the process of ..... activities.

a) domestic b) medical c) business d) None of these

Option 3

7 Which of the following letters is NOT a Business letter?

a) Letter of Inquiry b) Letter of Claim c) Letter of Condolence d) None of these

Option 3

8 The ..... of a business letter usually contains the name and postal address of the business.

a) inside address b) salutation c) heading d) None of these

Option 3

9 ..... must be factual, economical and clear.

a) Programme b) Felicitation c) Report d) All of these

Option 3

10 The main purpose of a business report is to make ..... that is relevant to the company.

a) plan b) advertisement c) data d) brochure

Option 3

11 Which of the following is an AI powered tool?

a) Grammarly b) Crystal c) Zoom.ai d) All of these

Option 4

- 12 Grammarly tool is used to improve ..... skills.  
a) spoken b) presentation c) writing d) None of these

Option 3

- 13 Down ward communication flows from ..... to.....  
1. Upper to lower 2. Lower to upper 3. Horizontal 4. Diagonal

Option 1

- 14 Which of the following is the permanent records for business?  
a) Business letters b) Ledgers c) Production reports d) All of the above

Option 1

- 15 Which of the following types of words are used for verbal communication?  
a) Acronyms b) Simple c) Technical d) Jargons

Option 2

**Q.2. Write short Notes (Three out of Four) .**

15

- 1 Importance of effective business communication  
Ans:
- 2 Discriminative Listening  
Ans:
- 3 Various expressions used to open a Telephonic communication with examples  
Ans:
- 4 Business report  
Ans:

**Q.3. Write short Answers (Three out of Four) .**

15

- 1 What are the methods communication?  
Ans:
- 2 Explain ABC Model of writing ?  
Ans:
- 3 Why is the body of the letter an important part of the letter?  
Ans:
- 4 Explain any two AI Communication tools.  
Ans:

**Q.4. Answer the following question on broad. (One out of two).**

15

- 1 What are benefits of writing skills ? Explain in detail.  
Ans:
- 2 Write a telephonic conversation between Rekha and Roopa about booking the hotel. Use the following points: booking a hotel room, type of room, rate, facilities, duration of stay etc  
Ans: