

Code : 302305

BBA 3rd Semester Exam., 2019

CORPORATE COMMUNICATION

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Answer the following questions as directed
(any six) : 2x6=12

In each of the following questions, a sentence has been given in Direct/Indirect Speech. Out of the suggested alternatives, select the one which best expresses the same sentence in Direct/Indirect Speech [(a) to (f)] :

- (a) "If you don't keep quiet I shall shoot you," she said to her in a calm voice.
 - (i) She warned her calmly that she should shoot her if she didn't keep quiet.
 - (ii) She said calmly that I shall shoot you if you don't keep quiet.
 - (iii) She warned her to shoot if she didn't keep quiet calmly.
 - (iv) Calmly she warned her that be quiet or else she will have to shoot her.

(Turn Over)

230 20AK/417

(2)

(b) The spectators said, "Bravo! He played Virat."

- (i) The spectators called Virat bravo because he played well.
- (ii) The spectators said that Virat played well and applauded him.
- (iii) The spectators encouraged Virat saying he played well.
- (iv) The spectators applauded Virat saying that he played well.

(c) The traveller enquired of the potter if he could tell him the way to the nearest inn.

- (i) The traveller said to the potter "Where is the nearest inn?"
- (ii) The traveller said to the potter "Can you tell me the way to the nearest inn?"
- (iii) The traveller said to the potter "Which is the way to nearest inn?"
- (iv) The traveller said to the potter "Can you tell me where is the nearest inn?"

20AK/417

(d) I said to my father, "Let us go to some restaurant for a change."

(i) I asked my father to go to some restaurant for a change.

(ii) I asked my father if he would go to some restaurant for a change.

(iii) I permitted my father to go to some restaurant for a change.

(iv) I suggested to my father that we should go to some restaurant for a change.

(e) Sonya said, "Oh that I were a child again !"

(i) Sonya exclaimed with wonder that were she a child again.

(ii) Sonya wondered that were she a child again.

(iii) Sonya strongly wished that she had been a child again.

(iv) Sonya prayed that she were a child again.

(Turn Over)

(f) She said, "I have often told you not to waste your time."

(i) She said that she had often told not waste your time.

(ii) She said that she had often told her not waste her time.

(iii) She said that she had often suggested to her not to waste her time.

(iv) She told that she had often told her not to waste his time.

Choose the correct option [(g) to (j)] :

(g) Aspects of the voice, other than the speech are known as

(i) physical language

(ii) personal language

(iii) paralanguage

(iv) delivery language

(h) Every type of communication is affected by its

- (i) reception
- (ii) transmission
- (iii) non-regulation
- (iv) context

(i) Attitudes, actions and appearances in the context of classroom communication are considered as

- (i) verbal
- (ii) non-verbal
- (iii) impersonal
- (iv) irrational

(j) In a classroom, a communicator's trust level is determined by

- (i) the use of hyperbole
- (ii) the change of voice level
- (iii) the use of abstract concepts
- (iv) eye contact

2. Answer any *three* of the following short answer-type questions : 4×3=

- (a) Explain the common barriers of communication.
- (b) Explain how 'open communication' works as an important key factor in internal communication. Provide an example to support your answer.
- (c) Implementing the 'internal communication program' is a must for every company. Explain why.
- (d) Describe the steps for effective writing.
- (e) Define advertising.

Answer any *three* of the following long answer-type questions : 12×3=

- 3. What is meant by reporting letter? Explain briefly.
- 4. "Salesmen are born, they are not made." Discuss.

(7)

5. Explain briefly the procedure of job application.
6. Discuss the principles and diagrammatically represent the process of communication.
7. Explain what is the role of public relations specialist. What skills are required by public relations specialist?

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