

2021

**BUSINESS COMMUNICATION — GENERAL**

Paper : GE-2.1 Chg

(Module-II)

Full Marks : 40

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**Group-A**

Answer *any two* questions.

5×2

1. Define Business Communication.
2. Distinguish between formal and informal communication.
3. What are the requisites of a valid notice?
4. Why video conferencing is so important in the modern business world?

**Group-B**

Answer *any three* questions.

5. State the principal barriers to communication. 10
6. Discuss the different elements of communication. 10
7. Draft a notice of the 9th Annual General Meeting of Indial Co. Ltd. with usual agenda. 10
8. Write a letter to the manager of a bank seeking a medium-term loan for your enterprise. 10
9. (a) Mention the elements of a communication.  
(b) What are the socio-psychological and cultural barriers in corporate communication? 5+5
10. (a) Explain the role of communication in conflict resolution.  
(b) Distinguish between inter-group and intra-group conflict. 5+5