

2019

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.*

1. 'Communication is a dynamic process' – Explain the statement. 4
2. State the objectives of communication. 4
- Or,*
- State the principles of effective communication. 4
3. Distinguish between formal and informal communication. 6
- Or,*
- Discuss the characteristics of corporate communication. 6
4. Write notes on (*any two*) : 3×2
 - (a) e-mail
 - (b) Fax
 - (c) Video-conferencing.
5. Draft the notice along with the agenda of the 15th Annual General Meeting of Alfa Company Ltd., 20, B. B. D. Bag, Kolkata - 700 001. 10
6. Write a letter to M/s. Dhar Brothers, 41, Camac Street, Kolkata - 700 017, requesting payment of their outstanding bill no. 521/19 dated 19.03.19 for ₹ 50,000 without delay. 10
- Or,*
- Draft a circular notifying the increase in selling price of your product due to rise in cost and seeking continuous patronage of the customers. 10