

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
PGDTHM 1st Sem. Examination, 2014
Paper - 04
Business Communication

Time : 3 Hrs.

Full Marks : 80

1. Very short questions (any five) 2×5 = 10
 - (a) What is communication?
 - (b) What is noise in communication?
 - (c) What do you mean by office?
 - (d) What is a memo?
 - (e) What is notice?
 - (f) What is a press release?
2. Answer any three of the following 4×3 = 12
 - (a) Write the essential characteristics of communication.
 - (b) State any two advantages and disadvantages of project method.
 - (c) Discuss the importance of 'executive summary' in business communication.
 - (d) Discuss different channels of communication with example.
 - (e) Discuss the interpersonal barriers of communication.
3. Answer any three of the following 6×3 = 18
 - (a) 'Good communication is the foundation of sound management'. Do you agree with the statement? Give reason.
 - (b) Discuss how office layout, location and environment influence in business.
 - (c) Discuss the format of a business letter.
 - (d) What do you mean by a press release? How do we issue information to the press?
 - (e) Discuss the process of communication.
4. Answer any four from the following 10×4 = 40
 - (a) Discuss how we can make a business presentation more attractive.
 - (b) Discuss communication method and communication network in an organisation.
 - (c) Prepare an executive summary for any report.
 - (d) Prepare a news report based on emerging trends in Tourism Management in Assam.
 - (e) Suppose you work in a travel agency and the marketing team has developed new offers for their regular clients, offers are their regular clients, offers are in flight ticket/train ticket booking, tour packages and hotel bookings, the first 50 clients will be offered additional discount of 10%. Write a letter to the regular clients asking them to avail these others at the earliest.
 - (f) What is the difference between a business letter and a memo? Discuss the procedure to write a memo.