BUSINESS COMMUNICATION – GENERAL

First 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. What is meant by communication? When a communication is called a business communication?
   2+2

2. Discuss the barriers to communication from different viewpoints.
   4
   
   Or,
   What role does communication play in resolving conflicts?
   4

3. What is Grapevine Communication? How can such communication be made effective?
   2+4
   
   Or,
   What do you mean by communication network? Describe briefly the importance of corporate communication network.
   2+4

4. “With the increasing use of modern communication tools, the world seems to be a global village.”— Justify the statement with suitable examples.
   6

5. Draft the minutes of the first Board Meeting of New Print Co. Ltd.
   10

6. Draft a C.V. with cover letter for appointment as a marketing trainee in a Ltd. Company.
   10
   
   Or,
   Write a letter to the manager of a branch of a nationalized bank seeking a loan for a small-scale enterprise.
   10