

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean

2007

Full Marks: 60

Time: 3 hrs.

BIM/ Second Semester/MGT 204 : Business Communication

Candidates are required to answer the questions in their own words as far as practicable

Group 'A'

1. Brief Answer Questions:

[10×1=10]

- a. Define internal operation communication, and give one example.
- b. Body shape and posture are a part of kinesics. Explain in a few lines.
- c. The direction 'up' is not the same from different locations. Explain in a few lines.
- d. Knowledge stored in the mind can be true or false. Explain in a few lines.
- e. Give the meaning of glub from the context of the surrounding words in the following: " George lost his glub yesterday. George had gone to get some flea powder, and when he got back he found the glub's cage door open."
- f. Change the following sexist sentence into a non-sexiest one: " If a customer pays promptly, he is place on our preferred list."
- g. Change the following sentence into a you-viewpoint: " We have received you report of May 1."
- h. Change the following old language of business into a friendly and conversational style: ' Please find enclosed herewith a draft cheque of Rupees Thirty Thousand.'
- i. Define reality.
- j. What is the best type of presentation for public speaking?

Group 'B'

Attempt any FIVE Questions:

[5×10=50]

2. Communication is vital to our existence in a civilized society . Explain..
3. Reality is infinitely complex. Elucidate.
4. Define viewpoints. Write five ways how viewpoints are formed.
5. What do you mean by the malfunctions of communication? Describe two- valued thinking as a malfunction and also give its solutions.
6. Define no-verbal communication, and describe the five types of non- verbal communication.
7. You have just bought a new Pulsar motorcycle from a showroom. Two week later, the horn doesn't work, and the engine is making strange sounds. Write to the sales manager, S.K Bhatta of Bajaj showroom, Tripureshwar, complaining about the defects also mention other defects or problems, and remind them of the warranty given for the bike. Give detail of your bike, such as, bill number , date of purchase amount, colour, horse power, etc. Do not forget to write in the conversational style by avoiding the old language of business and robber stamp expressions.
8. You are the representative of your class. Write a memo to the college co-ordinator on one of the following topics: a) organizing a class picnic b) re-organising the college library c) College transportation
9. Write short notes on any two of the following:
 - a. Fundamental truths of communication
 - b. The foundation of language
 - c. Care in word choice: familiar words, technical words, strong words, concrete words.
 - d. The basic tenets of report-writing.