

**TRIBHUVAN UNIVERSITY**  
**FACULTY OF MANAGEMENT**

Office of the Dean

**2009**

**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. What is a Grapevine and how should it be taken by the management?
- b. Define communication.
- c. Name the five types of malfunctions of communication.
- d. Give an example of 'Statement of the Problem' in Report Writing.
- e. Give the four different meanings of 'cat'.
- f. Change to non-sexist language: "Any worker, who ignores this rule, will have his salary reduced."
- g. Correct the faulty idiom in the following sentence: 'Nepali students are superior than foreign students.'
- h. Define Denotative meaning and give an example.
- i. Replace the cluttered phrase with a substitute: 'This new T.V costs about twenty thousand rupees'.
- j. What is Public Relation Goal in Business Correspondence?

**Group 'B'**

**Attempt any FIVE Questions:**

[5×10=50]

2. What are the three main forms of Organizational Communication? Elaborate.
3. Define the Infinity of Reality. Illustrate infinity in a sheet of paper.
4. How are viewpoints formed? Discuss
5. Suppose you are the representative of your class. Write a memorandum to the College Coordinator on one of the following topics: a) Tours and Excursions                      b) Improving the college canteen  
c) College Transportation                      d) Increasing the number of Scholarships
6. You have recently bought a new washing machine from the LG Company in Bishal Bazaar. You have paid thirty two thousand rupees for it. After one month, you find out that the automatic system doesn't work. Also the noise of the machine is quite loud during operation. Write a complaint letter to Mr. Brij Mohan Kedia, Managing Director of the LG showroom at Bishal Bazaar, New Road, Kathmandu. Also mention other defects or problems and remind them of the one year warranty given for the machine. Give details of the machine, such as, capacity volume, colour, watt, bill, date, amount, etc. Write in the conversational style using the you-viewpoint and avoiding the old language of business.
7. Define Non-Verbal Communication, and describe the five types of Non-Verbal Communication.
8. Elaborate on the determination of the Presentation method, personal aspects, audience analysis, bodily actions and use of voice in Public speaking.
9. Write short notes on **(any two)**:
  - a. Care in Word Choice : technical words, strong words, concrete words.
  - b. Graphics in Report Writing.
  - c. The Foundation of Language.
  - d. The Fundamental Truths of Communication.

  
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