

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean

Full Marks: 60
Time: 3 hrs.

2013

BIM/Second Semester/ MGT 204: Business Communication

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

Group "A"

1. Brief Answer Questions:

[10x1=10]

- a. Define denotative and connotative meanings along with their examples.
- b. Explain Time lag.
- c. List the types of external operational communication that occurs in your college.
- d. What is Grapevine? How should it be taken by the management?
- e. What is the living nature of language?
- f. Show the relationship between sensory perception and communication.
- g. Mention the fundamentals of business letters also mention the optional elements.
- h. Body shape and posture are the part of kinesics. Explain in a small paragraph.
- i. Are inferences necessary while communicating?
- j. Change the roundabout sentence into direct sentence.

Group "B"

Attempt any FIVE Questions:

[5x10=50]

2. How opinions, attitudes and beliefs influence the communication? Explain and illustrate the ways in which viewpoints can change communication.
3. What is "blocked mind"? Enumerate some extreme effect of "blocked mind" and also the ways of unblocking the mind.
4. What do you mean by nonverbal communication? List five different types of non verbal communication and explain them.
5. What is public speaking? Discuss three different types of presentation method also enlist the techniques to be adopted by the presenter.
6. Your organization is extending its department and committed for quality services thus hi-tech equipments are needed to perform work effectively. Write a memo requesting the equipments. Justify the needed for the equipments and give the date when the equipments are needed.
7. Discuss the difference between long reports and short reports. Make a format of small report too.
8. Describe abstraction process in terms of language developments with suitable illustrations.
9. Write short notes on (any two)
 - a. Guidelines for interviewee
 - b. Context as aid to meaning
 - c. Principles of clear writing
 - d. Paralanguage