

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean

2015

Full Marks : 60

Time : 3 hrs.

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:

[10 x 1 = 10]

- a) What is sign detection?
- b) Why sensory organs are inadequate to know reality?
- c) What is error effect on perception?
- d) What is the logic of avoiding sexist language in business communication?
- e) What is stereotyping?
- f) What is "rubber stamps" expression?
- g) Enumerate methods of presentation?
- h) What is the difference between "Time language" and "Paralanguage"?
- i) What are effective telephone procedures?

Group "B"

[5 x 10 = 50]

Attempt any Five Questions:

2. Why failure to communicate change is a major cause of error in business communications? Explain the characteristics of reality.
3. Explain the role of viewpoints in communicating. How opinions, attitudes and beliefs influence communications.
4. Enumerate the qualities of effective correspondence and explain any five of them in detail.
5. Your career development has been fairly successful, though not sensational, after you passed Master's in information Management in 2010. To this point (in five years), you have been employed by one of the major communication firms, NCELL and have gained excellent experience. But the road to advancement with this firm appears to have only limited possibilities. So you have decided to look elsewhere for a suitable position. Your search for a new position turns up one good possibility. The job is with reputed software company and would represent a logical move up from you present status. Making logical and modest assumptions about your career growth and experience over the 5 years write a letter to apply for the post of system manager at Hi-Tech software Developer at New Baneshowr in Kathmandu. Also construct an effective resume for the position.
6. What is public speaking? Enlist and explain any five techniques to make effective formal speeches.
7. Why nonverbal communication is important in oral communication? Classify and explain any five of non-verbal communication.
8. State the interpretation Fundamental in Report- writing. Discuss any two of them in detail.
9. Write short notes on (Any two)
 - a) External operational communication
 - b) Guidelines for the interviewer
 - c) AIDA-Concept in sales letters