

TRIBHUVAN UNIVERSITY  
FACULTY OF MANAGEMENT  
Office of the Dean  
2016

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. How are symbols important in communication?
- b. What do you mean by work goals of an institution?
- c. What are the major determinants of meaning?
- d. What does 'allness' stand for in relation to malfunctions of communication?
- e. Avoid sexist tone from the following sentence:  
A good secretary screens all telephone calls for her boss and arranges his schedule.
- f. State two different contexts in relation to communication.
- g. Does connotation help or hinder in communication? Give your opinion.
- h. What is nonverbal communication?
- i. What is statement of problem in report writing?
- j. What is the major cause of miscommunication?

**Group "B"**

**Attempt any FIVE Questions:**

**[5 × 10 = 50]**

2. What are the stages involved in communication process? Elaborate.
3. The question of meaning is concerned with perception, dictionary, representation, abstraction, context, encoding, decoding and so on. Discuss.
4. What is the filter of the mind? Enumerate its three major categories and explain in detail.
5. What is paragraph unity? Explain the details needed in effective writing.
6. Imagine that you have to submit a short report to the Director of Human Resource of your company, Paper Products, Inc. Kathmandu. In the report you will have to present the advantages and disadvantages of e-learning and making a recommendation about whether Paper Product Inc. should invest time and money in training its employees this way. Now, prepare a report in which you indicate:
  - Brief introduction to the topic
  - Statement of the problem
  - Hypothesis
  - Methodology
  - Factors to be studied
  - Broad outline of your report

- 7 What do you mean by bringing writing to life with words? What are the techniques of doing so? Explain one of them.
- 8 What are the guidelines for making formal speech effective and persuasive. Discuss in detail.
- 9 Write short notes on (any two):
- Every reality is uncommon
  - Kinesics
  - Space language

