

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 are the characteristics of reality?
- b. Why the scholars say meaning is in the mind?
- c. What are work goals of an institution?
- d. Write the main forms of organizational communication.
- e. Why is stereotyping dangerous?
- f. How are technical reports different from ordinary reports?
- g. What is you-view point?
- h. Define Time Lag.
- i. Point out weaknesses and rewrite the followings.
High cost of operation.
- j. Write any two classification of non-verbal communication.

Group "B"

Attempt any FIVE Questions:

[5 × 10 = 50]

2. How opinions, attitudes and beliefs influence the communication? Explain and illustrate the ways in which viewpoints can change communication.
3. "Two-Valued Thinking" can be a problem in communication. Elaborate with solutions.
4. What are the ways to conduct effective meetings? As a participant in a meeting what role do you assume?
5. You are the class representative. You have been observing that the academic atmosphere is not as good as previous years. Write a memorandum to the College Principal on "Quality Education and Classroom Management".
6. You purchased a DVD recorder from Shakra electronics. The recorder had worked well for a month but during the busy hours it malfunctioned. Write a letter requesting to replace the recorder with another brand.
7. Categorize the non verbal communication and explain why it is important to strengthen the verbal communication.
8. What are the differences between long and short report? Construct a format of a short report.
9. Write short notes on (any two):
 - a. Guidelines for interviewee
 - b. Sales letter
 - c. Fundamental Truths of Communication.

