

This question paper contains 8 printed pages]

Your Roll No. ....

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B.Com. (Hons.)/I

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Paper Code : A-109

Paper VII(a)—BUSINESS COMMUNICATION

Time : 2 Hours

Maximum Marks : 50

(Write your Roll No. on the top immediately on receipt of this question paper.)

Note :— Answers may be written *either* in English *or* in Hindi; but the same medium should be used throughout the paper.

टिप्पणी : इस प्रश्न-पत्र का उत्तर अंग्रेजी या हिन्दी किसी एक भाषा में दीजिए; लेकिन सभी उत्तरों का माध्यम एक ही होना चाहिए।

All questions are compulsory.

सभी प्रश्न अनिवार्य हैं।

1. Write short notes of 50-60 words each on any *five* of the following : 5×3=15

(1) Cultural barriers in Communication

P.T.O.

- (2) Encoding and Decoding
- (3) Group Discussion
- (4) Buffer Statement in Bad News Letters
- (5) Minutes of meeting
- (6) Videoconferencing
- (7) Advantages of an E-mail.

निम्नलिखित में से किन्हीं पाँच पर 50 से 60 शब्दों की संक्षिप्त टिप्पणियाँ लिखिए :

- (1) संचार में सांस्कृतिक अवरोधक
- (2) एनकोडिंग और डीकोडिंग
- (3) समूह में चर्चा
- (4) खराब खबर के पत्रों में अंतर्रोधी कथन
- (5) बैठक का कार्यवृत्त
- (6) विडियो कॉन्फरेंसिंग
- (7) ई-मेल के लाभ।

2. Answer the following in about **200-250** words each :  $2 \times 6 = 12$

(a) What are the chief barriers to effective communication ?

List and explain briefly.

Or

Discuss the merits and demerits of formal channels of communication.

(b) "Communication is a two-way process." Explain in this context the role of feedback in communication.

Or

Prepare a short enquiry report on a fire that broke out due to short circuit in the office and suggest recommendations so that such incidents do not recur.

निम्नलिखित प्रत्येक के 200 से 250 शब्दों में उत्तर दीजिए :

(क) प्रभावी संचार के प्रमुख अवरोधक क्या हैं ? उनकी सूची दीजिए और संक्षेप में व्याख्या कीजिए।

अथवा

संचार के औपचारिक चैनलों के गुणों और दोषों की विवेचना कीजिए।

P.T.O.

- (ख) 'संचार एक दुतरफा प्रक्रिया है।' संचार में प्रतिपुष्टि की भूमिका की इस संदर्भ में व्याख्या कीजिए।

**अथवा**

कार्यालय में शॉर्ट सर्किट के कारण लगी आग पर संक्षिप्त जाँच रिपोर्ट तैयार कीजिए और सिफारिशें सुझाइए ताकि ऐसी घटनाएँ न हो सकें।

3. (A) You bought a fax machine two weeks back. The machine has started malfunctioning. Write a complaint letter seeking adjustment to the manufacturer of the machine.

*Or*

Write a circular to the employees of your office explaining the need for cleanliness and tidy working and suggesting the steps they should take for this purpose. 6

- (B) You are the head of a newly opened branch of your company. Write a letter to your prospective customers introducing your company and product range.

Or

Arrange the following in the correct format and order for inclusion in a bibliography :

- (a) An article of 'Japanese and American Business Negotiations' by J.L. Graham taken from the Journal of International Business Studies, Volume 4, Issue II, dates 12-3-2007.
- (b) 'Grammatical Man' by Jeremy Campbell published by Simon and Schuster in London in 1999.
- (c) The British Airways advertisement that appeared on page 15 in the Financial Express of 20th Nov., 2006.

6

- (क) आपने दो सप्ताह पहले एक फैंक्स मशीन खरीदी है। मशीन में गड़बड़ी होने लगी है। शिकायत का पत्र लिखिए और मशीन के निर्माता से समायोजन की माँग कीजिए।

#### अथवा

अपने कार्यालय के कर्मचारियों को एक परिपत्र लिखिए और उन्हें सफाई तथा सुव्यवस्थित कार्यप्रणाली की आवश्यकता समझाइए। इस उद्देश्य के लिए क्या कदम उठाए जाने चाहिए, सुझाइए।

P.T.O.

- (ख) आप अपनी कंपनी की नई खुली शाखा के अध्यक्ष हैं। अपने भावी ग्राहकों को एक पत्र लिखिए और अपनी कंपनी की व उत्पादों की जानकारी दीजिए।

### अथवा

निम्नलिखित को सही फॉर्मेट और क्रम में व्यवस्थित कीजिए ताकि ग्रंथसूची में शामिल हो सकें :

- (क) An article of 'Japanese and American Business Negotiations' by J.L. Graham taken from the Journal of International Business Studies, Volume 4, Issue 11, dates 12-3-2007.
- (ख) 'Grammatical Man' by Jeremy Campbell published by Simon and Schuster in London in 1999.
- (ग) The British Airways advertisement that appeared on page 15 in the Financial Express of 20th Nov., 2006.

4. Summarise the following passage and give it a suitable title : 8+3=11

निम्नलिखित लेखांश को संक्षिप्त कीजिए और इसे उपयुक्त शीर्षक दीजिए :

The government appears to have woken up to the problem of acute agrarian distress. In a flurry of activity surrounding the

prime minister's visit to Vidarbha, the government had declared its intent to seek remedies for the crisis affecting the peasantry, symbolized by the spate of farmers' suicides over the last few years. This is indeed welcome, though the response should have come sooner. Reports and studies from various sources, including government commissions, on farmers' suicides and their proximate causes have analyzed the issue to the bone. What was missing was concerted action on the part of the Centre.

The package being put together now recognizes that the immediate problem is not one of access to credit or the level of the interest rate but of a legacy of debt that cannot be borne. Low farm gate prices, rising input cost and inadequate increases in productivity have combined to make interest and debt repayment commitments too onerous to bear. The explains the government's decision to write-off debt at least in the case of marginal and small farmers, and, if the Finance Ministry agrees, to insure them against crop failure so to prevent the legacy of debt from becoming an unbearable burden for many more. These are significant steps forward. However the government should also adopt policies that help against long term redress of the agrarian crisis that underlies farmer's distress. The first of these is a fiscal policy stance that precludes the adoption of measures that are

P.T.O.

crucial to revitalize agriculture. With the government focused on fiscal deficit reduction rather on raising India's abysmal tax-GDP ratio and expanding much needed expenditures, these measures are being virtually ignored. Rather the emphasis, as reflected in this year's budget for example, is on increasing the flow of credit to rural areas, without recognizing why even the current limited flow has taken the farming community into a debt trap.

The second is the decision to use free imports as a means to dampen inflation. The evidence on inflation is clear. While aggregate inflation on an annual point to point basis stood at just 5.24 percent over the week ending June 10, 2006, the rate of inflation in the case of individual essential commodities was much higher : Between 9 and 10 percent in the wheat, fuel and sugar and as much as 35 percent in the case of pulses.

A factor underlying these trends is long term deterioration in agricultural performances. In most cases lower demand resulting from limited purchasing power among some sections of the population has ensured that poor agricultural performance has yet to result in a short fall in supply related to demand.

(442 Words)