

The figures in the margin indicate full marks for the questions.

1. Answer **any five** of the following questions :  
1×5=5

- (i) What is 'feedback' as involved in the communication process ?
- (ii) Give an example of non-verbal communication.
- (iii) What does 'mass communication' refer to ?

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4. Answer **any two** of the following question:  
10×2=20

- (i) Discuss in detail the different types of barriers to effective communication. How can they be overcome ?
- (ii) (a) Draft an open tender notice inviting builders to submit bids for constructing a multi-storey building at Dharapur, Guwahati with an estimated cost of Rs. 200 crore. (Invent the other necessary details on your own) 5
- (b) Draft a notice for a meeting to discuss an organisation's ongoing and future corporate social responsibilities and activities, and include the relevant details such as the date, time, venue and the

agenda. Suppose, you are the executive head of that organisation. 5

- (iii) (a) You are the head of an educational institute and you intend to purchase ceiling fans for your institute. Draft a formal letter addressed to the Sales Manager of an electrical products company enquiring about the price of ceiling fans. Be sure to include specific details about the required product specifications, quantity and any other relevant terms you wish to enquire about. 5
- (b) An electrical company has received an enquiry from the head of an educational institute regarding the price and specifications of ceiling fans. Draft a professional response

(iv) Is communication a cyclic process ?  
(State 'yes' or 'no')

(v) What is 'reference number' in a letter ?  
(vi) What is an open tender in the context of business correspondence ?

(vii) Give an example of verbal communication.

2. Answer **any five** of the following questions :  
2×5=10

(i) Why is communication called a social activity ?

(ii) Is communication a static or dynamic process ? State your answer with reason.

(iii) Name the key components involved in the process of communication ?

(iv) What is the difference formal and informal communication.

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from the company, providing detailed information about the product, pricing, available discounts, warranty, after-sales services and expected delivery time.

(iv) (a) Write the minutes of a meeting held on 24.08.2024 where Mr. Ramesh Gowala formally assumed the office of General Manager of the company. The meeting included discussions on new strategic planning for the company under his leadership. Additionally, new committees were formed to focus on key areas such as strategic planning, digital transformation, employee training and active participation.

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(v) Why is listening an essential part of effective communication ?

(vi) Write *two* disadvantages of written communication.

3. Answer **any three** of the following questions :  
5×3=15

(i) Explain the role of communication in fostering teamwork among the members of a business establishment.

(ii) Upward communication is the flow of information from lower levels to higher levels of an organization. What role does upward communication play in the successful functioning of an organization ?

(iii) Discuss the importance of agenda of a meeting. How is it different from the minutes of a meeting ?

(iv) Discuss the essential features of a good resumé.

(v) Discuss the importance of clarity and detail in quotation and order letters in ensuring smooth business transactions.

(b) As a customer care representative, write an email to a client acknowledging the receipt of his/her complaint regarding a defective product and assuring him/her that the issue will be addressed promptly. Include a request for any additional details if needed.

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