

Term End examination- December 2018

Business Communication and Soft Skills

Diploma in Office Management

DOM-04

Time – 3 hours

Full Marks – 100

*Answer all questions from 'Group-A', any four questions from 'Group-B',
any four questions from 'Group-C' and any two questions from 'Group-D'*

GROUP A

Q.1 Multiple-Choice Questions- (10x1=10)

- i. According to research what %age of time do people spend communicating?
 - a. 20 percent
 - b. 50 percent
 - c. 75 percent
 - d. 90 percent
- ii. Written Communication is -
 - a. Non-verbal communication
 - b. Verbal communication
 - c. Tactile communication
 - d. Visual communication
- iii. Business Communication is not used for-
 - a. Interacting with customers
 - b. Interacting with employees
 - c. Interacting with friends and family
 - d. Interacting with the government
- iv. Body structure, shape, and looks are a part of-
 - a. Gesture
 - b. Appearance
 - c. Eye contact
 - d. None
- v. The space distance maintained also communicates; it is called—
 - a. Haptics
 - b. Proxemics
 - c. Posture
 - d. Manners
- vi. Paralanguage uses-
 - a. Face, eyes and neck
 - b. Dress Code, colours and accessories
 - c. Voice, tone and pitch
 - d. None of the above
- vii. _____ is a summary of one's identification, qualification and intended career path.
 - a. Letter
 - b. Resume
 - c. Journal
 - d. Memo
- viii. While closing a telephonic conversation, one should-
 - a. Conclude with a good-bye note
 - b. Say goodnight even if it is day as it is the end of the call
 - c. Say nothing and wait for the other person to speak
 - d. None of the above

- ix. BIF style in writing refers to-
 - a. Bad information failure
 - b. Big information fast
 - c. Big idea first
 - d. Best information fast
- x. Communicating with a large number of persons at one time is-
 - a. Mass communication
 - b. Informal communication
 - c. Crowd communication
 - d. Top level communication

GROUP B

Q.2 Answer any 4 in 50 words each-(5x4=20)

1. Why should communication be receiver-centered? Give examples.
2. Non-verbal communication makes verbal communication effective? Give examples.
3. What is a CV? What are its contents?
4. What is the importance of a PPT slides in a presentation?
5. Listening is one of the most important skills. Give reasons.
6. What is informal communication? Is it opposed to formal communication? Give examples.

GROUP C

Q.3 Answer any 4 in 200 words each- (10x4= 40)

1. Explain the scope of business communication.
2. What are the types of Oral communication used at the workplace? Discuss with examples.
3. What is the difference between CV and Resume?
4. What are different types of interview? Discuss.
5. What are the important features of body language? Give examples.
6. What is etiquette? What are types of etiquette? Elucidate.

GROUP D

Q.4 Answer any 2 in 250 words each – (15x2)

1. Prepare your professional CV for the post of Office Executive in an Educational Institution. Apply with a cover letter to HR, ODX Group of Institutions, Bhubaneswar.
2. What are the 7 Cs of communication? Explain with examples.
3. You are the Administrative Officer of REVA Garments. The principal of HYC College has approached you to provide a sponsorship. Write a regret letter to the Principal of HYC College for not being able to sponsor their Annual Function. Which style of writing will you use and why?
4. Answer the following interview questions-
 - i. What are your strengths? Justify
 - ii. What are your weaknesses?
 - iii. Why did you opt for a management course?