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BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – B.Com.(AFB)-Hons]-2023/B.Com.(AFB)-Hons]-2024
Course Name – Business Communication and Reporting
Course Code - BBF30002
(Semester III)

Full Marks : 60 **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question) 1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Associate Internet connectivity with the response for the correct barrier to communication it may fiunction as

a) Semantic Barrier b) Physiological Barrier
c) Physical Barrier d) None of these

(ii) Select the response that does not form an example of Physical Barrier to Communication

a) Inability to listen b) Distance between speaker and listener
c) Environmental disturbances d) Ignorance of the medium

(iii) Identify which of these would solve a communicatory problem caused by a physical barrier.

a) Active Listening b) Ensuring clear visibility
c) Developing one's Emotional Intelligence d) Bringing the speaker in close proximity to the listener

(iv) Observe which of these is not an instance of Semantic Barrier to Communication

a) Use of Jargon b) Information Overload
c) Use of Colloquialisms d) Misinterpretation of an ambiguous message

(v) State the other name for Linguistic Barriers to Communication

a) Semiotic barrier b) Semantic barrier
c) Sedantic barrier d) Symbiotic barrier

(vi) Infer which of these accounts for the barrier(s) faced by a Commerce Student attending a lecture on Philosophy, and being unable to understand and analyse the concepts in the lecture

a) Psychological Barrier b) Emotional Barrier
c) Semantic Barrier d) All three

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(vii) How would you express what "Noise" represents in the context of Communication Theory?

a) Any disturbance to the flow of communication
b) Any disturbance to the sender's conveyance of the message
c) Any disturbance in the environment that is commonly understood as noise
d) None of these

(viii) Establish which of these responses is correct in the context of poor listening in an act of communicatory exchange.

a) Poor listening skills constitute physiological barriers only
b) While ear problems would constitute a physical barrier, poor listening skills would constitute an emotional barrier only
c) Poor listening skills constitute emotional barriers only
d) While ear problems would constitute a physical barrier, incapacity to listen may constitute a physiological or emotional barrier, depending on the circumstance.

(ix) Determine the response that matches with the problem created by lack of employee training at a new workplace and the confusion they go through as a result.

a) Problem of structural design: physical barrier
b) Problem of corporate culture: cultural barrier
c) Problem of structural design: physiological barrier
d) Problem of corporate culture: interpersonal barrier

(x) Examine which of these barriers hold true for difficulties caused by ambiguity while communicating.

a) Semantic and Cultural barrier
b) Semantic and physiological barrier
c) Psychological and Cultural barrier
d) Psychological and phsyiological barrier

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(xi) Recognize which of these can be categorized as culture.

a) ideology, values, food preferences
b) values, religion, dress, traditions.
c) religion, dress, individual perception
d) None of these

(xii) Establish why poor retention forms a kind of Psychological Barrier to communication.

a) one can only retain a few ideas from what one hears if they are tired or nervous.
b) One can only retain a few ideas from what one hears if they are unwilling to listen completely.
c) One can only retain a few ideas from what one hears if they were distracted by other sources of sound or image.
d) All of these, depending on the circumstance.

(xiii) Choose the barrier that would be formed by a person not completely trusting a stranger with confidential information and therefore holding back details while telling a personal story.

a) Physiological
b) Emotional
c) Physical
d) Psychological

(xiv) State which kind of barrier(s) are formed when a man states to another woman that all women are weak.

a) Psychological and Cultural
b) Gendered and Emotional
c) Psychological and Gendered
d) Emotional and Gendered

(xv) Identify the word for the following: "We mostly see and hear what we are emotionally tuned in to see and hear."

a) Information Overload
b) Retention
c) Decoding
d) Filtering

Group-B

(Short Answer Type Questions) 3 x 5=15

(Answer any Five from the following)

2. Recall the importance of Active Listening in Business Communication with relevant techniques. (3)
3. Establish the following as Direct Speech: She expressed her disappointment in Kunal by saying how this was not expected of him. She further asked if he had been bothered by the events from the previous day, and informed him that she would be open to discussing that matter as well. (3)
4. Observe the function and purpose of a Complaint Letter. (3)
5. Infer the similarities and differences between the Star Network and Wheel Network of Communication. (3)
6. Briefly appraise the importance and functions of an Action Taken Report in the context of Business Communication. (3)

OR

Evaluate the circumstances which facilitate writing a Complaint Letter. What should the writer be aware of, in terms of style and presentation, while drafting the letter? (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

(Answer any Six from the following)

7. Infer the significance of Active Listening skills in the business workplace. (5)
8. Explain a couple of advantages and disadvantages each of oral and non-verbal communication. (5)
9. Record a Resume for a job applicant who seeks employment for a position as an Accountant in a Business Corporation. (5)
10. Explain each component of a Resume using a suitable example of a Job Applicant whose Resume is under consideration. (5)
11. Predict two key features that make up the body of an article, and discuss them in detail. (5)
12. How would you correlate the Minutes of a Meeting with an Action Taken Report? (5)

OR

Explain the two kinds of Minutes of Meeting along with their differences with examples. (5)

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