

POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Programme: BBA-BI/BBA-TT

Course: Business Communication

Year: 2021

Full Marks: 100

Pass Marks: 45

Time: 3 hrs.

Candidates are required to answer in their own words as far as practicable. The figures in the margin indicate full marks.

Section "A"

Very Short Answer Questions

Attempt all the questions. [10×2]

1. Discuss the pyramid principle of writing.
2. "Good visual aids should reveal data instead of deceiving the readers." Explain.
3. Define stereotyping.
4. What is listening? How can we improve listening skill?
5. What is ethnocentrism?
6. Write short note on the role of chair in meeting.
7. What is Business Process Re-engineering (BPR)?
8. Differentiate between a leader and a manager.
9. What is Neurolinguistic Programming (NLP)?
10. What are the pros and cons of e-commerce?

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Define communication and describe the process of it along with a comprehensive figure.
12. A management must adopt a strategic and planned approach to communication in order to support organizational change. Justify.
13. Why the effective design and layout are the important parts of effective business writing? Describe briefly the main types of visual aids used in documents and their advantages and disadvantages.
14. Suppose, you are the manager of SD Mart, Kathmandu. Write a memo addressing all the staff regarding the proper use of electricity, quality service to the customers and punctuality.
15. Why is communication becoming difficult in the present context? What should management do to develop intercultural communication in the workplace?
16. Discuss some of the non-verbal signals that are significant in everyday business situations.
17. How has the application of ICT changed the ways organizations work and communicate these days? Elaborate.

Section "C"
Case Analysis

18. *Read the case situation given below and answer the questions that follow: [20]*

2022 May,09.

Bashundhara, Kathmandu.

To,
Ram Karki
Dhobi Chowk, KMC-3
Kathmandu.

Dear Ram:

I regret to inform you that you are not selected for the post of accountant that you have applied in our organization.

As our organization has the policy of selecting the best candidates, we have selected Ms. Gita Choudhary for the post because she is superior to you in all areas. Improve your confidence and experience and apply again and I wish you would get better opportunities in other organizations.

Good luck on your job search.

Sincerely,

Sanjaya Dev
Human Resource Manager.

Activities:

- a) What is wrong with above letter? List the various structural/mechanical and other existing errors committed in it.
- b) Rewrite the above letter correcting those errors.