

VINAYAKA MISSIONS SIKKIM UNIVERSITY

(Estd. by Sikkim Legislative Act vide VMSU Act No.11 of 2008)

DIRECTORATE OF DISTANCE EDUCATION

NH 10-A, Tadong, East Sikkim-737102

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Phone: 93323-67555/03592-232588

Programme: B.Com

Session: 2015-16

Full Marks: 10

Course/Subject Name: Business Communication

Course/Subject Code: CM 1101

Assignment No. 1

Last Date of Submission: 31st March 2016

NOTE : All Sections in the Assignments are compulsory to be attempted as per Instructions.

Section -A

Choose the correct option

0.5x10 = 5

1. _____ is very important for effective communication.
a) Language b) Speech c) Feedback d) Signs
2. _____ is the study of the principles and the rules for constructing sentences in natural language
a) Semantics b) Syntax c) Phoneme d) Phonology
3. _____ is a branch of linguistics that comprises the study of the sounds of human speech.
a) Symbols b) Alphabet c) language d) Phonetics
4. The word _____ is also used to refer to a letter of an alphabet that denotes a consonant sound
a) Phonology b) Consonants c) Vowels d) Phonetic Transcription
5. The _____ will depend upon the type and purpose of the report, its intended readers, and the conventions of presentation and layout prescribed by the organization in which you are operating
a) Format b) Cover sheet c) Abstract d) Reference
6. _____ including friendly letters and Notes of Invitation.
a) Informal letter b) Social letter c) Business letter d) Formal letter
7. Semantic barriers are those barriers which are related to
a) Signs b) Symbols c) Signals d) Language
8. It includes the writer's address and the date on which the letter is written and also the place where it is written.
a) The salutation b) Body of the letter c) Headings d) Subscription
9. Essentials of a good business letter
a) Clarity b) Courteous c) Both (a & b) d) None
10. A _____ is a shortening, in your own words of a text of written work
a) Précis b) Phrase c) Summary d) Clause

Section -B

Answer any 5 from the following within fifty words:

[5x1=5]

1. What are the components of communication?
 2. Write about the English Vowels?
 3. What does the term semantics means?
 4. Define report?
 5. Define letter?
 6. What is the main purpose of précis writing?
 7. What is meant by Tender?
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Assignment No. 2

Last Date of Submission: 15th April 2016

NOTE : All Sections in the Assignments are compulsory to be attempted as per Instructions.

Section -A

Choose the correct option

0.5x10 = 5

- Notes of a meeting are usually called_____
a) Minutes b) Shorthand c) Notebooks d) Post -It
- Asoka was a wise king.(which noun is Asoka)
a) Common noun b) Proper noun c) Collective noun d) Abstract noun
- _____ Advertising media can include wall paintings, billboards, street furniture components, radio. Cinema and television
a) Mail b) Billboard c) Commercial d) television
- A_____ also provides cash credits, overdrafts loans and discounting bills.
a) Insurance b) Income tax c) Mutual fund d) Bank
- _____ is a list of meeting activities in the order in which they are to be taken up, beginning with the call to order and ending with adjournment.
a) Agenda b) Minute c) Prospectus d) circular
- Minutes also known as protocols are the instant written record of a_____.
a) Hearing b) Meeting c) Both (a & B) d) None
- An agenda may also be called a _____
a) Minute b) Hearing c) Formal Report d) Docket
- A row cannot be inserted into a dependent table unless there is a row in the parent table with a _____ key value equal to the foreign key value of the row being inserted.
a) Primary b) Secondary c) tertiary d) mandatory
- The jargon we applied in our speech.
a) Language b) Speech c) Slang d) Dialogue
- An advertisement in the _____ combines the advantages of color, sound and language
a) Radio b) Billboard c) Direct mail d) Television

Section -B

Answer any 5 from the following within fifty words:

[5x1=5]

- Define notes?
 - Define Writing Advertising?
 - What is meant by Slogan writing?
 - What is the primary function of minutes?
 - What is meant by Graphics aids?
 - What is essential for a good Dialogue?
 - What is meant by Noun?
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Assignment No. 3

Last Date of Submission: 15th April 2016

NOTE : All Sections in the Assignments are compulsory to be attempted as per Instructions.

Choose the correct answer:

[0.5 x 10= 5]

1. _____ is the study of how sounds and gestures pattern in an across language.
a) Vowels b) Phonology c) Consonants d) Phonetics
 2. What makes a Report good?
a) Only Attractive b) Brief, short c) Attractive, Brief, short d) None
 3. The main part of the letter.
a) Heading b) The salutation c) Body of the letter d) Subscription
 4. Précis writing must not be confused with.
a) Paraphrasing b) Sentences c) Line d) Passage
 5. Advertising is a form of _____ intended to persuade its viewers, readers or listeners to take some action.
a) Brand b) communication c) Signs d) Symbols
 6. While writing a letter , a banker must not use_____ language
a) Technical b) Précis c) Improper d) Foreign
 7. A _____ is a common type of Diagram that represents an algorithm or process, showing the steps as boxes of various kinds, and their order by connecting these with arrows.
a) Pie chart b)Histogram c) Graph chart d)Flow chart
 8. _____ is a process of transforming information, message, attitudes, and feelings from one person to another.
a) Words b) Sentence c) Language d) Communication
 9. A word which is used in the place of noun or instead of noun is said to be called as.
a) Material noun b) Pronoun c) Common noun d) Abstract noun
 10. Social network advertising is an example of
a) Media b)Mail c) Television d) Radio
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