

Only for 2021
AD admitted
Regular
Students

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean

March - April 2023

Full Marks: 100

Pass Marks: 50

Time: 3 Hrs.

BIM / Second Semester / ENG 203: Business Communication

Candidates are required to answer the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[10 × 2 = 20]

1. Write one difference between high-context culture and low-context culture.
2. What do you mean by unity and coherence in effective writing?
3. Edit the sentence:
I Work for a multinational company it produces and supplies computer parts in Europe Australia and many countries.
4. Why should we be careful while expressing even a positive message to the recipients?
5. Change the following sentence into non-sexist language: "I will have my girl handle the business."
6. How can a speaker establish credibility in his/her presentation?
7. Give an example of grapevine communication.
8. What is stereotyping? Give an example.
9. Write one importance of visual communication.
10. What is info-graphics?

Group "B"

Short Answer Questions:(Attempt any SIX)

[6 × 5 = 30]

11. What are the traits of a good communicator? What are the benefits of having such traits?
12. Explain the nature of business communication.
13. What effects has globalization and diversity presented to the business communication in modern world? Briefly explain.
14. What is a business plan? Briefly explain the core components of business plan.
15. The Student Club in your college is celebrating the World Environment Day by cleaning the college premises. Write a notice requesting the active participation of students, staff and teachers.
16. Briefly summarize the encoding and decoding processes of communication.
17. You are organizing an intra-college cricket competition in your college. Write a memo to the college administration regarding the schedule, venue and amenities for the players in the competition.

Group "C"

Long Answer Questions: (Attempt any THREE)

[3 × 10 = 30]

18. Imagine that one of your friends has recently been selected in the written test of staff selection by a reputed company in Butwal for the post of an Account Officer. Next week, she is facing her interview. Write a letter to her offering some constructive suggestions to improve her communication skills during the interview.
19. Write a job application followed by a short Resume for the post of a Sales Manager in a reputed textile company in Biratnagar.
20. What is a business proposal? Briefly elaborate the formal elements of business proposal.
21. You have just manufactured a new electronic product in collaboration with a Japanese company. Write a sales letter to the general manager of an imaginary firm telling him/her about the advantages of your product, design, price, credit facilities and mode of payment. Maintain a professional tone in the letter.

Group "D"

Comprehensive Answer / Case / Situation Analysis Questions:

[4 × 5 = 20]

22. Read the following case carefully and answer the questions that follow:

As one of the first to enter the field of office automation, Infotech Software, Inc. had built a reputation for designing high-quality and user-friendly database and accounting programs for business and industry. When they decided to enter the word-processing market, their engineers designed an effective, versatile, and powerful program that Infotech felt sure would outperform any competitors.

To be sure that their new word-processing program was accurately documented, Infotech asked the senior program designer to supervise writing the instruction manual. The result was a thorough, accurate and precise description of every detail of the program's operation.

When Infotech began marketing its new word processor, cries for help flooded in from office workers who were so confused by the massive manual that they couldn't even find out how to get started. Then several business journals reviewed the program and judged it "too complicated" and "difficult to learn." After an impressive start, sales of the new word processing program plummeted.

Infotech eventually put out a new, clearly written training guide that led new users step by step through introductory exercises and told them how to find commands quickly. But the rewrite cost Infotech \$445,000/-, a year's lead in the market, and its reputation for producing easy-to-use business software.

Questions:

- a. What was the goal of the communication in this case? Why do you think the communicator could not clearly communicate its goal?
- b. What common communication errors can take place while communicating professionally such as in this case?
- c. In the light of this case, what costs/losses do you think a company / an organization has to incur due to the ineffective communication?
- d. If you were the communicator writing this manual, what cautions would you take to avoid the situation Infotech Software faced?