

**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. What is intercultural communication? Give an example.
2. What is a buffer?
3. What is external organizational communication?
4. What does one mean by psychological barriers of communication?
5. What is a jargon? Give an example.
6. Improve the fragment "Because of their ignorance".
7. Why writing resume is considered as an art not science?
8. What are the characteristics of language of advertisement?
9. Substitute the appropriate words to make the following writing gender-neutral:  
Suman's wife is not working. She is a housewife.
10. What is the AIDA Approach?

**Group "B"**

**Short Answer Questions: (Attempt any SIX)**

[6 × 5 = 30]

11. What are the major considerations of ethical business communication?
12. What are the methods of communication? Explain each method in short.
13. How does business communication differ from everyday communication? Briefly discuss the nature of business communication.
14. How has globalization and diversity affected the business communication in modern world?
15. Suppose you are the manager of an organization based in Kathmandu. Your organization is organizing a public awareness program against domestic violence as a part of the organization's responsibility toward community. Write a memo to all the staff of your organization calling for their participation in the program and regarding the venue, date and time of the program.
16. What are interpersonal communication skills? What are the benefits of having such skills in business?
17. Compose an e-mail to the staff from another department about the arrangement of the summer camp next week.

**Group "C"**

**Long Answer Questions: (Attempt any THREE)**

[3 × 10 = 30]

18. Write a job application and also prepare a resume for the post of Business Analyst at Software Company based in Pokhara.

19. Suppose you are the in-charge of Store and Purchase Department of College. Your institution is going to buy 40 new branded desktops for the computer lab. Write a letter of inquiry to the dealer of a computer. Clearly state your needs and ask specific required information related to the computers you need.
20. As a student of BIM, you have an idea to write small but practical software useful for the restaurants in Nepal. Write a short business plan to present to a group of prospective investors.
21. Suppose you are the Managing Director of a company located in Pokhara. As a social responsibility initiative of the company, you are going to do something special for the local community. Write a press release intended for local newspaper about the initiative.

### Group "D"

#### **Comprehensive Answer / Case / Situation Analysis Questions:**

[4 × 5 = 20]

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

Firoz was simultaneously enrolled in a university writing course and working as a co-op student at the Vodafone Manufacturing plant. As part of his co-op work experience, Firoz shadowed his supervisor/mentor on a safety inspection of the plant, and was asked to write up the results of the inspection in a compliance memo. In the same week, Firoz's writing instructor assigned the class to write a narrative essay based on some personal experience. Firoz, trying to be efficient, thought that the plant visit experience could provide the basis for his essay assignment as well.

He wrote the essay first, because he was used to writing essays and was pretty good at it. He had never even seen a compliance memo, much less written one, so was not as confident about that task. He began the essay like this:

On December 1, 2022, I conducted a safety audit of the Vodafone Manufacturing plant in New City. The purpose of the audit was to ensure that all processes and activities in the plant adhere to safety and handling rules and policies outlined in the Workplace Safety Handbook and relevant government regulations. I was escorted on a 3-hour tour of the facility by...

Firoz finished the essay and submitted it to his writing instructor. He then revised the essay slightly, keeping the introduction the same, and submitted it to his co-op supervisor. He "aced" the essay, getting an A grade, but his supervisor told him that the report was unacceptable and would have to be rewritten – especially the beginning, which should have clearly indicated whether or not the plant was in compliance with safety regulations. Firoz was aghast! He had never heard of putting the "conclusion" at the beginning. He missed the company softball game that Saturday so he could rewrite the report to the satisfaction of his supervisor.

#### **Questions:**

- a. Define the communication situation: Who is communicating to whom about what, how, and why? What was the goal of the communication in this case?
- b. Identify the noticeable communication error in the given case.
- c. Explain what costs/losses were incurred by this problem.
- d. Identify possible solutions or strategies that would have prevented the problem, and what benefits would be derived from implementing solutions?

