



THIRD YEAR EXAMINATIONS IN BACHILOR OF COMMERCE (EXTERNAL)-2011/2012
HELD IN NOVEMBER / DECEMBER-2013

COM 31 - BUSINESS COMMUNICATION

Answer all Questions

Duration: 03 hours

Q. No. 01.

- (i) Illustrate each of the five components of the communication process using a recent commercial advertisement from a TV Chanel and identify any communication barriers that you observed in the context.

(15 Marks)

- (ii) Write an essay on the importance of new social media in today's context of business communication.

(10 Marks)

(Total Marks = 20 Marks)

Q. No. 02

- (i). "Most of us hear but don't listen and instead we spend time thinking about what we are going to say next. Poor listening skill can create misunderstanding, make us miss deadlines and focus our attention on the wrong issues in the workplace."

In the light of above statement, differentiate active listening and passive listening and suggest any five simple steps to improve the listening skills.

(10 Marks)

- (ii). Explain the followings with reasons in brief, whether the following statements are correct or incorrect.

(a) Communication is a circular process.

(b) Verbal communication means oral communication.

(c) The formal channel of communication is also called 'grapevine'.

(d) A picture is worth the thousand words.

(e) Sending MIS report is a form of an upward communication.

(f) The complimentary closing of a letter must match with the salutation in terms of formality.

(12 Marks)

(iii). Explain the term “Audience Centric Approach” in effective communication.

(03 Marks)

(Total Marks = 25 Marks)

Q. No. 03

(i). Assume that you are the Human Resource Manager in APE AUTO Ltd and you have planned to conduct a training program for the newly recruited Sales Assistants in the organization. You are required to prepare a Memo to submit the Board of Directors for the approval. The memo should include the followings:

- The purpose of the training program and training types, details of participant and resource persons etc.
- Expected outcomes of the training program
- Location, training methods, and evaluation process
- Budgetary requirements etc.

(10 Marks)

(ii). Which communication method would be best in each of these situations? Briefly explain the reasons.

- a. Congratulating an employee on passing an important examination.
- b. Informing employees about an annual trip.
- c. Putting a nervous applicant at ease while waiting for an interview.
- d. Displaying the past five years’ sales figures.
- e. Describing the location of a hotel where your company is hosting a seminar.
- f. Reminding staff of security procedures at your company.
- g. Obtaining the reactions of staff to a new canteen recently introduced in your company.
- h. Putting forward for a proposal for a change in company client.
- i. Sending an urgent message to an overseas client.
- j. Bringing your company and its goods and services to the attention of a worldwide market.

(10 Marks)

(Total Marks = 20 Marks)

Q. No. 04

- (i). "Success of an effective communication depends on the usage of verbal and nonverbal clues." Discuss this statement in relation to the followings.

Why communication experts consider nonverbal communication a double edged sword, how can nonverbal communication enhance one's ability to communicate with others, and how can it damage one's ability to act constructively?

(10 Marks)

- (ii). You have come across the following advertisement in a newspaper and want to apply for the post advertised. Prepare a covering letter with your Curriculum Vitae (CV) / Bio-Data to forward to the Human Resource Manager by giving all the necessary details as required.

(Note: Do not write your true name and address)

VACANCY

A vacancy to be filled immediately exists in a Mobile Car Service Providing Organization for the position of

ACCOUNTS CLERK

Applicants:

- Should possess 2 years work / training experience in an Audit Firm.
- Should be ICT literate
- Should be between 24 - 30 years of age.
- Having part professional qualifications and knowledge of English would be considered as an additional qualification.

An attractive salary is awaited.

Apply within 7 days with names and contact details of two non-related referees to:

Human Resource Manager

No. 120 C, Queen Road, Colombo 10.

E-Mail: career_anomacars@gmail.com

(15 Marks)

(Total Marks = 25 Marks)

Q. No. 05.

- (i). Kevin Care (Pvt) Ltd. has been in the market for more than 20 years. They are in the business of manufacturing fashion dresses. Due to severe competition in the industry, the sales figures show a decline. You have been asked to submit a report to the CEO on this issue since you have been the Marketing Manager at the Company

Using your knowledge of reports, research and prepare this two-page report in memorandum format.

(10 Marks)

(Total Marks = 10 Marks)

(Grand Total Marks = 100)