

**VPG (1)–Com (411)**

**2017-19**

*Full Marks : 70*

*Time : 3 hours*

Answer any five questions in which Q.No.1  
is compulsory.

*The questions are of equal value.*

*Candidates are required to give their answers in their  
own words as far as practicable.*

1. Answer all questions :

- (a) Write two kind of Business letters.
- (b) Discuss the process of perception.
- (c) Write three merits of Annual Report.
- (d) Write two types of Personality.
- (e) Write full form of SWOT Analysis.
- (f) Discuss three characteristics of Circular letter.
- (g) Write two models of Communication.

( Turn Over )

( 2 )

- 2. Discuss different barriers of communication.
- 3. What do you understand by 'Interview Skill' for facing one interview board ?
- 4. What do you mean by complaint letter ? Write a complaint letter to electric office for power cut in your area.
- 5. What is attitude ? What are the impact of positive attitude in personal life and career ?
- 6. Explain personality development for different types of personality.
- 7. Define Non-Verbal Communication. Discuss the process of Non-Verbal Communication.
- 8. You are the organising secretary of an International Seminar 2016, prepare a report to be presented in the valedictory session.
- 9. Write a letter on behalf of Shanker Book Depot, Matijheel, Muzaffarpur, to Deep and Deep Publication, Daryiganj, Delhi for their agency.

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