

Exam. Code : 108501

Subject Code : 2098

B.Com. 1st Semester

BUSINESS COMMUNICATION

Paper : BCG-105

Time Allowed—3 Hours] [Maximum Marks—50

Note :— The paper consists of **FOUR** Sections (A to D). Each section consists of **TWO** questions carrying equal marks. Candidates are required to attempt **FIVE** questions, selecting at least **ONE** question from each Section. The **FIFTH** question may be attempted from any Section.

SECTION—A

1. What role does communication play in business ? Discuss the process of communication and its important elements.
2. Organizational communication could be of different types. What can be different types of communication and how do they differ from each other ?

SECTION—B

3. Effective presentation on any chosen topic calls for effective skills. What are these skills and important considerations while making presentations ?

4. What do you mean by etiquette ? How are they important in business ? Give suitable examples for some business etiquettes which are essential in business dealings.

SECTION—C

5. Draft a notice informing employees about the upcoming week being celebrated as cleanliness week and the actions required on their part.
6. Your marketing manager has called for a sales report for the last month. What are the considerations in preparing this report ? Give a sample.

SECTION—D

7. What role does a resume play for a job applicant ? Discuss the important considerations in preparing a resume.
8. Write a convincing letter to your shareholder who has made a complaint for non-processing of application for transfer of shares initiated six months back.