

Exam. Code : 108501

Subject Code : 2716

B.Com. Semester—I

BUSINESS COMMUNICATION

Paper : BCG-105

Time Allowed—3 Hours] [Maximum Marks—50

SECTION—A

Note :—Attempt any **TEN** questions of **1** mark each.

1. Write very briefly about :

- (i) Formal communication
- (ii) Business manners
- (iii) Need of communication in management
- (iv) Cross-cultural etiquettes
- (v) Non-verbal communication
- (vi) KISS principle of communication
- (vii) Circulars
- (viii) Appointment order
- (ix) Internal vs External communication

- (x) Presentation skills
- (xi) Cash credits
- (xii) Drafting of interview letter.

SECTION—B

Note :—Attempt any **TWO** questions of **10** marks each.

2. Discuss the various barriers to communication. How can communication be made effective ?
3. What are the 7Cs of effective business communication ? How do these contribute to making communication effective ?
4. Discuss the principles of oral presentations. What are the desirable presentation skills while making presentations ?
5. What do you mean by business manners and etiquette ? Why have cross-cultural etiquette become important in present times ?

SECTION—C

Note :— Attempt any **TWO** questions of **10** marks each.

6. Discuss the important forms of communication with banks. What principles can help in making this communication effective ?

7. Draft a letter communicating the declaration of dividend to the shareholders of the company.
8. What is the importance of resume in todays' times ? What principles should be followed in making a resume attractive ?
9. Interview letter and appointment orders are very important for both the applicant and company. What is the importance of them and what are the considerations in preparing them ?