

Exam. Code : 108501

Subject Code : 2782

B.Com. Ist Semester

BUSINESS COMMUNICATION

Paper—BCG—105

Time Allowed—3 Hours]

[Maximum Marks—50

SECTION—A

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

1. Answer the following briefly :

- (i) What is the purpose of business communication ?
- (ii) When is oral communication better than written communication ?
- (iii) Give examples of internal communication.
- (iv) What do we mean by cross-cultural etiquette ?
- (v) Mention one important principle of oral presentation.
- (vi) How are business manners different from business etiquette ?
- (vii) What do we mean by a circular ?
- (viii) What is a resume ?
- (ix) How is a transfer different from transmission ?
- (x) What are follow-up letters with regards to customers ?
- (xi) What should be the most important consideration in a job application ?
- (xii) What is an office order ?

SECTION—B

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

2. What are the barriers to communication and how should they be managed for effective communication ?
3. Discuss the characteristics and forms of formal and informal communication.
4. What are the factors affecting presentations and how can presentations be made effective ?
5. What are business manners ? Why should they be considered in business communication ?

SECTION—C

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

6. Why and how does a business communicate with shareholders ?
7. Discuss the different forms of internal correspondence.
8. What considerations must be kept in mind while drafting a sales letter ? Exemplify.
9. Prepare the final appointment orders for a general manager of a firm.