

Exam. Code : 108501

Subject Code : 2096

B.Com. 1st Semester

BUSINESS COMMUNICATION

Paper : BCG-105

Time Allowed—3 Hours] [Maximum Marks—50

Note :—The paper consists of four Sections (A-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 are the basic models of Communication ? What are the 7Cs of effective Business Communication ?
2. What are the common barriers to Communication ? How can these be managed for successful Communication ?

SECTION—B

3. Why are presentation skills important ? Elaborate some of these presentation skills and how they contribute to effective presentations.
4. What are some of the common business manners which should be learnt for successful business ?

SECTION—C

5. Discuss and differentiate memos and notices as types of internal correspondence.
6. Write a follow up letter to your customer who has filed a complaint for poor quality of your products.

SECTION—D

7. Write a letter to the stock exchange informing about the appointment of new CEO of your company with effect from April 1.
8. Draft final appointment orders of the Senior Manager Sales for your company instructing him to join immediately.