

**Exam. Code : 108501**  
**Subject Code : 2062**

**B.Com. 1<sup>st</sup> 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 is the role of effective business communication ? Explain the 7Cs Model of effective business communication.
2. Discuss the process of communication and major barriers in the process.

**SECTION—B**

3. What are the important skills required in making effective presentations ?

4. Write notes on :

(a) Cross-cultural etiquette

(b) Business manners.

5+5

#### SECTION—C

5. How is a sales report prepared ? Prepare a sample report to be submitted by sales manager to his boss.
6. Write a letter to your customer offering solution to the complaint filed by him regarding bad quality of products.

#### SECTION—D

7. Write a letter to the shareholder confirming transmission of shares in his name after the death of his father.
8. What are the considerations to be borne in mind while preparing your resume ? Give suitable example.