

Roll No.

Total Pages : 3

352105

December 2023

B.Com (Honors) 1st SEMESTER

Business Communication (B.Com-BCH-105A)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Write in brief about the importance of communication in business organization. (1.5)
- (b) Discuss in brief about grapevine communication. (1.5)
- (c) Why feedback is important in the process of communication? Explain with the help of one example. (1.5)
- (d) Discuss the benefits of informal communication for smooth working of an organization. (1.5)
- (e) Differentiate between interpersonal and intrapersonal form of communication. (1.5)

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- (f) List out the ethical issues in business communication. (1.5)
- (g) Discuss the role of technology in communication. (1.5)
- (h) What is the benefit of mass communication? (1.5)
- (i) Write the benefit of telephonic interviews. Under what situations telephonic interviews are beneficial? (1.5)
- (j) What is group discussion? (1.5)

PART-B

- 2. Write a detailed note on different models of communication. Which model is best in your view point and why? (15)
- 3. (a) Differentiate between advertising, publicity and public relations in context to communication. (7.5)
(b) Describe the features of a good presentation. (7.5)
- 4. Discuss about the different forms of communication. Under which situation written communication is considered better as compare to oral communication. Also discuss the points to be considered for effective written communication. (15)
- 5. Write short notes on:
(a) 7 C's of communication and how these 7 C's help in making communication effective. (7.5)

- (b) 'Effective listening provides a basis for effective speaking' Justify. (7.5)
- 6. What is negotiation? Exemplify the process of negotiation with an imaginary example. (15)
- 7. What points are to be kept in mind while preparing for an interview? How interviews are different form group discussion. (15)