

May 2024

B. Com. (Hons.) (Re-appear) (Secnd Semester)
Business Communication (BCOMH-201)

Time : 3 Hours]

[Maximum Marks : 75

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

Part A

1. (a) Discuss the role of communication in business organization. 1.5
- (b) Write importance of feedback in communication process. 1.5
- (c) Briefly write the benefits of oral communication in business enterprise. 1.5
- (d) Discuss the process of communication with the help of a diagram. 1.5
- (e) What is the importance of preparing minutes of meetings ? 1.5

- (f) List out the legal issues involved in communication. **1.5**
- (g) What is the effect of understanding cross-cultural dimensions in business communication ? **1.5**
- (h) Discuss the importance of press releases. **1.5**
- (i) List out the points to be kept in mind to make visual communication effective. **1.5**
- (j) Differentiate between CV and application letter. **1.5**

Part B

- 2. Elaborate the barriers to communication and ways to overcome such barriers. **15**
- 3. (a) What is team communication ? Why is team communication important to achieve goals ? **7.5**
- (b) "Knowledge of 7 c's of communication provides a base for effective communication in business organizations." Discuss. **7.5**
- 4. Differentiate between verbal and non-verbal communication. Also discuss the benefits of effective listening for effective communication. **15**

- 5. Write short notes on the following :
 - (a) Creating and delivering online presentations **7.5**
 - (b) Role of technology in communication. **7.5**
- 6. What are the different methods adopted by a business firm for mass communication ? Discuss in detail. **15**
- 7. Write a detailed note on negotiation process and its management. **15**