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Roll No.							Total No. of Pages	:

Total No. of Questions: 07

B.COM (2013 to 2017 Batch) (Sem.-2)
BUSINESS COMMUNICATION
Subject Code: BCOP-205

M.Code: 22012

Time: 3 Hrs. Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTION-B contains SIX questions carrying TEN marks each and a student has to attempt any FOUR questions.

SECTION-A

1. Write short notes on the following:

- a. Define communication.
- b. Enlist types of communication.
- c. Discuss briefly the difficulties in communication.
- d. What is the need of PR skills?
- e. What are the modes of informal communication?
- f. Outline the communication structure in an organisation.
- g. Discuss the importance of good presentation skills.
- h. Distinguish between oral and written communication.
- i What are role of communication in customer care?
- j. How does language affect the process of communication?

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SECTION-B

- 2. What are the communication skills needed for a successful manager? Explain the process of communication.
- 3. Describe the basic model of communication. Explain the 7 C's of communication.
- 4. How developments of positive attitude help in better communication in business? Discuss.
- 5. What is corporate communication? Discuss the need for communication training for manager.
- 6. a. Discuss in detail the structure of a sales presentation.
 - b. Write a note on Need for presentation skills.
- 7. What are the factors affecting presentations? Discuss the important elements and layout for a good business presentation.

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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