

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 07

B.Com. (Professional) (Sem.-2)
BUSINESS COMMUNICATION-I

Subject Code : BCOP-205

M.Code : 22012

Date of Examination : 15-12-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **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. What is oral presentation?
 - b. Explain the difficulties in communication.
 - c. Write down the conditions for successful communication.
 - d. What is importance of communication in management?
 - e. What are PR skills?
 - f. What do you know about cross cultural etiquettes?
 - g. What is the process of communication?
 - h. What is formal communication?
 - i. Write down the seven C's for effective communication.
 - j. What is grapevine?

SECTION-B

2. What is Communication? Also discuss the basic model of communication. Enlist some of the barriers to effective communication.
3. Describe the complete process of preparing for a good oral presentation. Also highlight the factors affecting presentations.
4. What are business etiquettes? Highlight the importance of business manners in having effective customer care.
5. What are the different types of communication in an organization? Also discuss the ways to handle grapevine in the organization.
6. What is Corporate communication? What is the importance of communication structure in an organization?
7. Why is communication training inevitable for managers? How does positive personal attitude help the manager in achieving success?

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.