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Total No. of Pages : 02

Total No. of Questions : 07

B.Com. (Professional) (2013 to 2017 Batch) (Sem.-2)

BUSINESS COMMUNICATION-I

Subject Code : BCOP-205

M.Code : 22012

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

Q1. Answer briefly :

- a) Define the term audience.
- b) What is Gestural communication?
- c) Discuss any two characteristics of Oral communication.
- d) Define the term documentation.
- e) Define the term Corporate Communication.
- f) Define Memo and Notices in written Communication.
- g) What is meant by References?
- h) What is Interpersonal Communication?
- i) Define the term Business Etiquette.
- j) What is Report?

SECTION-B

- Q2. “*Actions speak louder than Words*”. Justify the statement with your supportive arguments?
- Q3. Discuss in brief various models of communication with the help of suitable examples.
- Q4. Do you agree that language plays an important role in ineffective presentation? Justify your answer. Also give examples.
- Q5. Discuss the concept of Grapevine communication. How an organisation can handle it?
- Q6. You are supposed to develop your presentation content. What are the various ways through which you can prepare it?
- Q7. Discuss the communication structure in an organization. Also explain the major points to be taken care in corporate communications.

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.