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Total No. of Pages : 02

Total No. of Questions : 18

BMCI (2014 & Onwards) (Sem.-1)

COMMUNICATION

Subject Code : BMC-102

M.Code : 72199

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 FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. What are the types of tenses? Name the features
2. of indirect speech. Discuss briefly the concept of
3. media. List the applications of business
4. communication. Enlist the types of non-verbal
5. communication. Differentiate advertisements and
6. notices. Name any two remedies to improve
7. listening. How Email is used as a writing skill? How
8. body language is used during presentation?
- 9.
10. Demonstrate the concept of comprehension.

## SECTION-B

11. Explain the differences between direct and indirect speech.
12. What are the objectives of business communication? Explain.
13. What is the significance of presentation skills? Explain.
14. Discuss the methods to improve reading skills.
15. Explain the steps to communicate as a leader.

## SECTION-C

16. Explain the following :
  - a) Passive Voice
  - b) Informal Letter
17. Discuss the method for planning material for preparing PPT.
18. What is the importance of non-verbal communication? Explain its importance as a student.

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