

Roll No.

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Total No. of Pages :02

Total No. of Questions : 17

M.Com. (2018 & Onwards) (Sem.-1)

BUSINESS COMMUNICATION

Subject Code :MCOP-106-18

M.Code :75338

Time : 3 Hrs.

Max. Marks :60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT Questions carrying TWO marks each and students have to attempt ALL questions.
2. SECTION-B contains of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and students have to attempt any ONE question from each subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Write short notes on the following:

1. Verbal communication.
2. External communication.
3. Formal communication.
4. Job description.
5. Ethical communication
6. Letter of resignation.
7. Business reports.
8. Positive message.

SECTION-B

UNIT-I

9. What do you mean by Modern Media of Communication? Discuss the various Tools of Modern Communication.
10. Explain the different Barriers to Communication Process. What are the ways to overcome these Barriers?

UNIT-II

11. Why do we want to use Written Communication? Point out the various Tools of Written Communication.
12. Explore the importance of Communication for Managers. Discuss the various ways to improve communication between managers and employees.

UNIT-III

13. What is a Curriculum Vitae (CV)? Discuss the various content and characteristics of good Curriculum Vitae.
14. Write about the concept of Employment Correspondence? Enlist the various guidelines for Employment Correspondence.

UNIT-IV

15. Describe the characteristics and types of Interpersonal Communication.
16. Discuss the Advantages and Purpose of Group Discussion.

SECTION-C

17. Case Study:
Mr. and Mrs. Sharma went to Woodlands Apparel to buy a shirt. Mr. Sharma did not read the price tag on the piece selected by him. At the counter, while making the payment he asked for the price. Rs. 950 was the answer. Meanwhile. Mrs. Sharma, who was still shopping came back and joined her husband. She was glad that he had selected a nice black shirt for himself. She pointed out that there was a 25% discount on that item. The counter person nodded in agreement. Mr. Sharma was thrilled to hear that "It means the price of this shirt is just Rs. 712. That's fantastic", said Mr. Sharma. He decided to buy one more shirt in blue color. In no time, he returned with the second shirt and asked them to be packed. When he received the cash memo for payment, he was astonished to find that he had to pay Rs. 1,900 and Rs. 1,424. Mr. Sharma could hardly reconcile himself to the fact that the counter person had quoted the discounted price which was Rs. 950. The original price printed on the price tag was Rs. 1,266.
Questions :
1. What should Mr. Sharma have done to avoid the misunderstanding? 2. Discuss the main features involved in this case.

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.