

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

B.Com. (2011 & Onward) (Sem.-2)

BUSINESS COMMUNICATIONS-I

Subject Code : BCOP-205

Paper ID : [B1121]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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 briefly :

- a) Define Business Communication.
- b) Elements of communication.
- c) What is the purpose of communication?
- d) Describe Grapevine.
- e) Meaning of Informal communication.
- f) Define Corporate Communication.
- g) What do you understand by Sales Presentations?
- h) Meaning of Business Etiquette.
- i) Concept of Business manners.
- j) What do you mean by Effective Customer Care?

SECTION-B

- 2) Define communication. Explain the conditions for successful communication.
- 3) Describe communication structure in an organization. Give the importance of communication in management.
- 4) Describe the 7C's for effective business communication.
- 5) Discuss the factors affecting presentations. State the principles of oral presentations.
- 6) What are the basic forms of communication? Also explain the barriers to effective communication.
- 7) Write short notes on :
 - a) Cross-cultural etiquette
 - b) Business to business etiquette.