

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

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

BUSINESS COMMUNICATION

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) What is importance of business communication?
- b) What are the elements of business Communication?
- c) What is grapevine?
- d) Explain internal communication.
- e) What do we mean by informal communication?
- f) What are PR skills?
- g) What are the features of a sales presentation?
- h) What do we mean by business etiquette?
- i) What do we mean by cross cultural etiquette?
- j) Explain how language is a barrier to effective communication.

SECTION-B

2. Explain the various barriers to effective communication.
3. Describe the basic model and elements of communication.
4. Distinguish between formal communication and informal communication.
5. Explain communication structure in the organization.
6. Explain the principles of oral presentation in detail.
7. Explain how communication helps in effective customer care.