

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

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

BUSINESS COMMUNICATIONS

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 do you mean by Business communication?
- b) What is the purpose of communication?
- c) Define “Grapevine.”
- d) State 7C’s of for effective communication.
- e) What is formal communication?
- f) Concept of “attitude”.
- g) Define oral presentation.
- h) Relate etiquette and manners.
- i) Meaning of Cross-cultural etiquette.
- j) What do you understand by corporate communication?

SECTION-B

2. Explain the basic model of communication with example.
3. Describe the conditions for a successful communication. Also discuss barriers for effective communication.
4. What are the basic forms of communication? Why there is need for effective business communication?
5. Write short notes on :
 - (a) Business Etiquette
 - (b) Presentation Skills
6. Describe the principles of oral presentations. Also discuss the factors affecting presentations.
7. How positive personal attitudes can be developed? Discuss the role of communication in developing PR skills.