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Total No. of Pages: 02

Total No. of Questions: 07

B.Com. (2011 & Onwards) (Sem. – 2)

BUSINESS COMMUNICATIONS

M Code: 22012

Subject Code: BCOP-205

Paper ID: [B1121]

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 **SIX** questions carrying **TEN** marks each and students have to attempt any **FOUR** questions.

SECTION A

1. Answer the following:
 - a) What is the purpose of communication?
 - b) Explain the elements of communication.
 - c) What is noise in communication?
 - d) Explain two channels of communication.
 - e) Describe the importance of communication in management.
 - f) Define a positive attitude.
 - g) What do we mean by corporate communication?
 - h) Define etiquette.
 - i) How do we train managers for better communication?
 - j) Explain effective customer care.

SECTION B

2. Explain the basic forms of communication. Which do you think is more important? Explain.
3. What is a communication structure? Why is it needed? Explain its effectiveness.
4. How do we improve our PR skills? Do attitudes play a role in this? Explain.
5. Is grapevine bad for the organization? How can the management use it to its advantage?
6. Why is cross-cultural etiquette important? Explain business to business etiquette.
7. How is a sales presentation designed? How is it different from other presentations?