

B.Com. (Prof.) Semester-IV

**BCP-407 : WORKSHOP ON PERSONALITY
DEVELOPMENT AND BUSINESS
COMMUNICATION**

Time Allowed—3 Hours] [Maximum Marks—40

SECTION-A

Note— Attempt any **eight** questions in this Section. Each question carries **1** mark. Restrict your answer to **five** lines in length.

1. Briefly answer the following :

- (a) Importance of Communication
- (b) Web writing
- (c) Role of feedback in Communication
- (d) Unbiased Communication
- (e) Minutes of a Meeting
- (f) Grapevine
- (g) Semantic Barrier
- (h) Horizontal Communication
- (i) Negative message

SECTION-B

Note:- Attempt any **two** questions in this Section. Each question carries 8 marks.

2. What is audience analysis ? How is it done ?
3. What principles should you follow in business communication while forming paragraphs ?
4. Why does business communication need to be ethical ? Highlight some ethical issues.
5. What are the potential barriers to effective communication ? How can these be overcome to make communication effective ?

SECTION-C

Note:- Attempt any **two** questions in this Section. Each question carries 8 marks.

6. How can you overcome your anxieties about giving an effective presentation ?
7. What are some qualities of effective teams ?
8. In sending a fax, what role does a cover sheet play ? Discuss the considerations in sending a fax.
9. What is a resume ? Discuss the different styles of resume.