

Roll No.

Total No. of Pages : 01

Total No. of Questions : 07

B.Com. (Sem.-2)
BUSINESS COMMUNICATION-I
Subject Code : BCOP-205 (2011)
Paper ID : [B1121]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY.
2. Attempt any FOUR questions from SECTION-B.

SECTION-A (10 × 2 = 20 Marks)

1. (a) Explain how language acts as a barrier to effective communication.
(b) What do you mean by business etiquette?
(c) Describe any two C's for effective business communication?
(d) What do we mean by personal attitude?
(e) What do we mean by informal communication?
(f) Is corporate communication different from business communication?
How?
(g) Explain the conditions for successful communication?
(h) What are PR skills?
(i) Describe principles of oral presentation?
(j) List some difficulties in communication?

SECTION-B (4 × 10 = 40 Marks)

2. Explain the various barriers to effective communication?
3. Explain the basic forms of communication?
4. What is grapevine and how do we handle it?
5. What are the factors affecting sales presentation?
6. Distinguish between business etiquette and cross cultural etiquette?
7. Distinguish between internal and external business communication?