

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

B.Com. (Sem.-2nd)

BUSINESS COMMUNICATION-I

Subject Code : BCOP-205 (2011 & Onward Batch)

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 students has to attempt any FOUR questions.

SECTION-A

I. Write briefly :

a2zpapers.com

- a) Define Business Communication.
- b) Define the various forms of Communication.
- c) What is meant by the term Grapevine?
- d) Differentiate between Formal and Informal Communication.
- e) What do you mean by cross cultural etiquettes?
- f) Define Business manners.
- g) What are the main concerns of a manager?
- h) What are barriers to effective oral communication?
- i) Define the concept of business to business etiquette.
- j) Define the term attitude.

SECTION-B

2. *“All communication is manipulative in nature”*. Explain.
3. Define the various elements of communication and also explain the process of communication.
4. Explain the 7C's for effective business communication in detail.
5. What do you mean by oral presentation? Define principles of oral presentations and factors affecting presentation.
6. Discuss the difference between communicative and instrumental body movements. Give some examples of communicative gestures.
7. Discuss the main classifications of non-verbal communication. Explain some non-verbal gestures with examples.