

Examination May-2014

B.COM (Second Semester)

Business Communication-1

Subject Code: BCOP -205

Total number of Questions: 07

Time: 3 hours.

Maximum Marks: 60

INSTRUCTIONS TO THE CANDIDATES:

1. SECTION –A is compulsory. It consists of TEN questions carrying TWO marks each.
2. SECTION-B consists of SIX questions carrying TEN marks each. Attempt any FOUR questions from SECTION-B.

SECTION-A**(10 x 2 = 20)**

Q1 Give brief answers to the following questions:

- a. Communication process is concerned with sharing and understanding of information. Explain.
- b. Explain any two important difficulties in communication.
- c. Distinguish between formal and informal communication.
- d. How does personal attitude affect the communication process ?
- e. Distinguish between business and corporate communication.
- f. What is your understanding of sales presentation?
- g. How does status-consciousness impede the smooth flow of communication?
- h. What do you mean by business manners?
- i. How can we develop positive attitude?
- j. Discuss the purpose of downward communication.

SECTION-B**(4 x 10 = 40)**

- Q.2. What are the essential principles of effective communication?
- Q.3. How do the personal opinions and prejudices of various individuals act as barriers to effective communication?
- Q.4. What do you understand by grapevine? Discuss the various advantages and disadvantages of grapevine.
- Q.5. Presentation skills hold the key to success these days. Explain in detail.
- Q.6. Discuss in detail the importance of cross-cultural etiquette.
- Q.7. What are the important guidelines for taking effective customer care? Explain in detail.