

Roll No.

Total No. of Pages : 02

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B.COM. (Professional) (Sem.-2)
BUSINESS COMMUNICATION - I

Subject Code : BCOP-205

M.Code : 22012

Date of Examination : 14-07-22

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 a student has to attempt any FOUR questions.

SECTION-A

1. Answer the following :

- a) Define the term Functional Management.
- b) What is meant by Visual Symbols in non-verbal communication?
- c) Define Downward Communication.
- d) Define the term Circulars.
- e) What is meant by the term Stage fright?
- f) Define the term PR Skills.
- g) Define the term Communication networks?
- h) What is Cross-Cultural Communication?
- i) Define the term Sales Presentation.
- j) What is Courtesy?

SECTION-B

2. What is the purpose and process in communication in business? Discuss the conditions for the successful communication in it.
3. Why is there a need for understanding the business etiquette? Why and how cross-cultural etiquettes are required to understand in corporate communications?
4. Do you think that use of Slangs and Idioms should be avoided while talking to multi-cultural audience? Justify your answer with supportive arguments.
5. While communicating with audience various obstacles are likely to occur. Explain these obstacles in detail. How these could be removed?
6. '*Appropriate vocal cues enhance the impact of your presentation*'. Discuss the statement with suitable examples.
7. Discuss in detail the 7C's for an effective business communication.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.