

(Please write your Exam Roll No.)

Exam Roll No. ....

## END TERM EXAMINATION

FIRST SEMESTER [B.COM (HONS.)] JANUARY 2024

Paper Code: BCOM-109

Subject: Business Communication (C)

Time: 3 Hours

Maximum Marks: 60

Note: Attempt any five questions.

- Q1 Define the concept of communication within an organizational context. Elaborate on the significance of effective communication for organizational success, providing examples to support your argument. (12)
- Q2 Explain the challenges posed by cross-cultural differences in global communication. Provide strategies that organizations can adopt to mitigate these challenges and foster effective cross-cultural communication. (12)
- Q3 Outline the essential components of an effective business plan. Discuss how these components differ and explain their significance in securing investment or support for a business venture. (12)
- Q4 Evaluate the role of multimedia in corporate presentations. Discuss how multimedia elements enhance the effectiveness of presentations and analyse the considerations for their strategic integration in conveying business messages. (12)
- Q5 Discuss the essential elements and strategies for crafting effective quotations in business communication. Evaluate the factors that influence the decision-making process when sending quotations, and elaborate on the procedures involved in placing orders based on these quotations. (12)
- Q6 Analyse the characteristics of shorter business messages and their effectiveness in conveying information efficiently. Illustrate strategies for effective reading and writing of concise business messages, emphasizing clarity, brevity, and the appropriate tone for various communication purposes. (12)
- Q7 Explain the significance of effective website content management in attracting online traffic. Outline three strategies for optimizing website content to increase user engagement and retention. (12)
- Q8 Analyse the benefits of active participation in online business communities. Illustrate the role of these communities in fostering professional connections, knowledge-sharing, and business growth. (12)

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