

(Please write your Exam Roll No.

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END TERM EXAMINATION

FIRST SEMESTER (BCOM) DECEMBER-2024

Paper Code: BCOM-111

Subject: English Language and
Business communication (C)

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Write short notes on **any four** of the following: (4x5=20)
(a) Communication barriers
(b) Cross cultural issues in global communication
(c) Minutes of meeting
(d) Business philosophy
(e) Ethical and legal issues in communication
(f) Etiquettes for invitations
(g) Persuasive letters
(h) Handling grievances and complaints
- Q2 Define Communication. Explain the process of communication. (10)
- OR**
- Q3 Explain the principles of effective communication by giving suitable examples. (10)
- Q4 Explain the difference between the vocabulary used for everyday communication and the vocabulary used for business purposes. (10)
- OR**
- Q5 Discuss the role of digital communication in business correspondence. (10)
- Q6 Explain the process of communication in business correspondence. (10)
- OR**
- Q7 Discuss the role of positive and courteous tone, bias-free language, plain language, and precise words in business correspondence. (10)
- Q8 Discuss the benefits of using social media tools for business promotion. (10)
- OR**
- Q9 Why is it important to develop and maintain a professional, business-like reputation in the knowledge-based economy of the digital era? (10)

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