

END TERM EXAMINATION

FIRST SEMESTER [B.COM.] NOVEMBER-DECEMBER 2018

Paper Code: B.COM-107

Subject: Business Communication

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Enlist and explain the various principles of effective business communication. Elaborate with the help of suitable examples. (15)
- Q2 Discuss the relevance of cultural context in business communication. Explain how culture affects global communication pattern. (15)
- Q3 Define the need, function and layout of a business letter. Elaborate by enlisting types of business letters and their relevance. (15)
- Q4 Explain the problem of communication in a group. Outline role of leadership in diffusing the problems faced during group discussion. (15)
- Q5 Describe the significance and advantage of using audio-visual aids during presentation. Explain by giving relevant examples. (15)
- Q6 What are the essentials of writing an office memo? Write a memorandum to an employee for misusing the office stationery. (15)
- Q7 Give distinction between **any two** of the following:-
- (a) Physical and Socio-psychological barriers to communication (7.5)
 - (b) Formal and Informal letter (7.5)

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