

Please write your Exam Roll No.)

Exam Roll No.

40213788817

END TERM EXAMINATION

FIRST SEMESTER [B.COM] NOVEMBER - DECEMBER 2017

Paper Code: B.COM-107
Time: 3 Hours

Subject: Business Communication

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 "When we take an audience centered approach in communication we are effective". Discuss in the light of communication process and barriers? (15)
- Q2 What are some of the relative advantages and disadvantages of email, as compared to their written communication channels? Suggest two ways to overcome the disadvantages of email communication. (15)
- Q3 As the secretary of your organization write out a notification for a board meeting, giving agenda and enclosing the minutes of the last meeting. (15)
- Q4 Explain the need and role of tables, photographs, diagrams, drawings, maps and charts in corporate presentation. Where should each of them be used and what should be their effective format. (15)
- Q5 Explain the various stages of Cultural Adjustment Curve? According to you the people of which country has the shortest and longest cultural adjustment curve? Support your opinion with strong evidences. (15)
- Q6 What are the ethical and legal issues involved in advertisements, publicity and press release? (15)
- Q7 Write notes on the following:- (15)
- (a) Guidelines for effective Presentation
 - (b) Types of letter writing.
