

(Please write your Exam Roll No.)

Exam Roll No. 016

END TERM EXAMINATION

FIRST SEMESTER [B.COM(HONS.)] NOVEMBER-DECEMBER 2019

Paper Code: BCOM-107

Subject: Business Communication

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 ✗ "What are the fundamentals of Communication? Explain the relevance of 7Cs guiding the communication principles. (15)
- Q2 Discuss the idea of global world and the impact of globalization on organizational multicultural communication. (15)
- Q3 Enlist and explain various ethical and legal issues involved in Business Communication. (15)
- Q4 ↗ Discuss the importance of listening in the communication process and differentiate between hearing and listening. (15)
- Q5 ↗ What are the various barriers to effective communication? Suggest suitable ways to overcome these barriers. (15)
- Q6 ✗ Differentiate between the following:- (15)
(a) Notice and Officer Order
(b) Agenda and Minutes of the meeting
- Q7 ✗ Write a letter to the head of your institution to request him to streamline the campus placement in the larger insert of students of your programme. (15)

Remember

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