

**A**

**(Printed Pages 3)**

Roll No. \_\_\_\_\_

**CH-2/2824**

**B.Com. (Hons.) (Second Semester)**

**Examination, 2015**

**COMMERCE**

**(Business Communication)**

*Time Allowed : Three Hours ] [ Maximum Marks : 100*

**Note :** Attempt **five** questions in all. Question **No.1** is **compulsory** which carries 30 marks. Attempt **one** question from each Unit which are of 10 marks each.

1. Answer the following in brief:  $3 \times 10 = 30$ 
  - (a) Role of feedback in communication
  - (b) Difference between References and Bibliography.
  - (c) Meaning of Psychological barriers in communication.

**P.T.O.**

(2)

- (d) Difference between Memo and Letter.
- (e) Use of Jargons.
- (f) Types of Minutes of Meeting
- (g) Advantage of Informal lines of communication at work place.
- (h) Difference between Kinesics and Proximics.
- (i) You attitude
- (j) Characteristics of a good report.

**Unit-I**

- 2. 'Communication is the life blood of every organization'. In light of this statement, bring out the importance of internal and external communication for an organization. 10
- 3. What is miscommunication? How can communication be made effective? 10

**Unit-II**

- 4. Write a letter style report for submission to the Board of Directors regarding the market potential of a new brand of electronic equipment. 10

**CH-2/2824**

(3)

- 5. What is 'Negotiation'? Analyse the different stages in the negotiation process. 10

**Unit-III**

- 6. What is an Annual Report of a company? Discuss its structure and major contents. 10
- 7. Define Minutes of Meeting. Explain the purpose of Minutes of meeting. 10

**Unit-IV**

- 8. What do you understand by Audio-visual presentation? Explain the characteristics of good presentation. 10
- 9. Describe the impact of technology in communication. List and explain new information and communication technology development which are significant to business communication. 10

**CH-2/2824**