

914111

S-23

**B. Com. (Fourth Semester)**

**EXAMINATION, 2022-23**

**BUSINESS COMMUNICATION**

**(SOC/BC/401 Language—1)**

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*Time : Two Hours ] — [ Maximum Marks : 70*

**Note :** (i) Attempt any *five* questions from Section A and any *three* questions from Section B.

(ii) Answer each question of Section A within 50 words.

(iii) Limit your answers within the given answer book. Additional answer book (B-answer book) should not be provided or used.

**Section—A**

**Note :** Attempt any *five* questions. Each question carries 5 marks.

1. What is upward communication ? Explain.

**P. T. O.**

2. What is organizational barriers ? Explain.
3. What is memorandum ? Explain.
4. Differentiate between verbal and non-verbal communication.
5. Give three drawbacks of technology enabled communication tools.
6. Define notice, agenda and minutes.
7. Define office order, circular and memo.

### Section—B

Note : Attempt any three questions. Each question carries 15 marks.

8. Discuss business communication. What are the different purposes of managerial communication in an organisation ?
9. What do you mean by one to one communication, one to many communication and many to many communication ? Explain each of them with suitable examples.
10. Explain the principles of effective writing ? Also discuss its essential elements.
11. Explain the characteristics of an effective report. Enlist the different kinds of graphs/charts used in reports along with their communicative value.

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**[3]**

- 12. What are the stages involved in the development of power point presentation ? Explain in details**
- 13. Attempt the following :**
- (a) Write a job application for any post of your choice.**
  - (b) Prepare a resume of your own for the above post.**