

BCOLA-138  
B. COM. (BCOMOL)  
BUSINESS COMMUNICATION

Time : Three Hours

Maximum Marks : 100

Note : Attempt all the three Sections—Section A, Section B and Section C.

Section-I (Short Answer Type Questions) (5×4=20)

Attempt any five questions. Each question carries 4 marks.

1. What is communication?
2. How is silence also treated as a mode of communication? Explain with an example.
3. Distinguish between downward communication and upward communication giving examples.
4. How does communication improve customer satisfaction and retention?
5. Give an example of formal communication. List its advantages and disadvantages.
6. Write a letter to New World Publications, Meerut requesting them to send their catalogue for the commerce books.
7. Explain different methods of publicity.

Section-II (Medium Answer Type Questions) (5×10=50)

Attempt any five questions. Each question carries 10 marks.

8. Discuss different types of non-verbal communications giving appropriate examples.

9. Describe characteristics of business communication.
10. Discuss some important modern communication methods and their respective advantages.
11. Describe basic principles of a business letter.
12. You are marketing manager of a company dealing in packaged food items. An adverse report appears in a local newspaper about the quality of your company's products. Write a letter to the editor protesting against their report and inviting them to the premises of the company for an on-the-spot check.
13. What do you mean by motion? How can it be moved ? What are the rules for proposing an amendment to a motion?
14. Discuss different steps to be followed while applying for a job.

Section-III (Long Answer Type Questions) (2×15=30)

Attempt any two questions. Each question carries 15 marks.

15. Explain different types of oral communication channels. What are their advantages and disadvantages?
16. What is meant by minutes of the meeting? Highlight their importance. How are they drafted?
17. Describe the importance of conference calls in the working of a company. Explain different steps involved in it.