Roll No……..….. **Total No. of Printed Pages: 1**
Total No. of Questions: [09]

Integrated Dual Degree B.Com-M.Com (Semester – 1st)
BUSINESS COMMUNICATION
Subject Code: BMCMS1-105
Paper ID: [21410105]

Time: 03 Hours **Maximum Marks: 60**

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A **(2 marks each)**

Q1. Attempt the following:

a. What is Verbal Communication?
b. Explain Encoding and Decoding.
c. Define Communication Theory.
d. Use of Prepositions.
e. What is Article?
f. Define Oral Presentation.
g. Use of Punctuations.
h. Explain Direct and Indirect Speech.
i. Define Circulars.
j. What is Press Notes?

Section – B **(5 marks each)**

Q2. Explain the significance of business communication and its importance in organizational success.
Q3. Explain the different types of communication?
Q4. Define each of the basic parts of speech and provide an example sentence illustrating the use of each.
Q5. Differentiate between Interrogative and Assertive sentences.
Q6. Discuss the purpose and structure of agendas and notices.

Section – C **(10 marks each)**

Q7. Elaborate on the 7 C's of Communication and discuss their importance in ensuring effective business communication**.**
Q8. Compare and contrast different types of presentations including oral presentations, Just-A-Minute presentations, and individual/group presentations. Highlight the purposes of each type.
Q9. Explain the significance of business letter writing in modern communication practices. Discuss the functions and various kinds of business letters.