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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.