Roll No……. **Total No. of Printed Pages: [01]**
Total No. of Questions: [09]

B. Com (Hons.) (Semester –1st)
BUSINESS COMMUNICATION-1
Subject Code: BHUM0-105
Paper ID: [140106]

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 do you mean by Agenda?
b. Define etiquette.
c. Write the 7Cs of communication.
d. What do you mean by Noun?
e. What do you mean by interrogative sentences
f. Differentiate between direct and indirect speech.
g. What do you mean by conjunctions?
h. Differentiate between circular and notice.
i. What are the functions of business letters?
j. What is Gestural communication?

SECTION-B **(5 marks each)**

Q2. Write in detail the significance of business etiquette.
Q3. Explain the Formal, semi-formal, and informal types of letters.
Q4. Explain the Shannon and Waver's model of communication.
Q5. Explain the Use of present and past tense with the help of examples.
Q6. How would you write a good press note? Discuss.

SECTION- C **(10 marks each)**

Q7. Define business communication. What are the principles of effective communication? Discuss the various barriers to communication in detail.
Q8. What do mean by business letters? Write the importance of a business letter. Also, discuss the layout of writing a business letter.
Q9. Write short notes on

a) Email and net etiquette.
b) Use of prepositions, conjunctions, and interjections.