

Roll No.....
Total No. of Questions: [09]

Total No. of Printed Pages: [01]

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.