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Total No. of Printed Pages: 1

Total No. of Questions: [09]

**Integrated Dual Degree B.Com-M.Com (Semester – 1<sup>st</sup>)**  
**BUSINESS COMMUNICATION**  
**Subject Code: BMCMS1105**  
**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. Example of non verbal communication
- b. Email etiquettes
- c. What is memorandum?
- d. Business communication
- e. Encoding and decoding in communication
- f. What are punctuations?
- g. Direct and indirect speech
- h. Use of office orders
- i. Conjunctions
- j. What is the use of press notes in an organization?

**Section – B**

**(5 marks each)**

- Q2. Explain the Shannon and Waver's model of communication.
- Q3. What are the various types of business communication?
- Q4. Discuss the importance of good presentation skills.
- Q5. List down the essentials of effective presentation.
- Q6. Outline the layout of business letters.

**Section – C**

**(10 marks each)**

- Q7. Explain in detail the 7 Cs of communication.
- Q8. Write in detail the meaning, importance and barriers to effective communication.
- Q9. State the need, functions and types of business letters.