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: 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.