

H

Roll No.

BCH-104

B. COM. (H) (FIRST SEMESTER)

MID SEMESTER

EXAMINATION, Jan., 2023

BUSINESS COMMUNICATION

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each sub-question carries 10 marks.

1. (a) Define business communication ? Explain the role of communication in management of business. (CO1)

OR

- (b) "Communication is a two-way process." Discuss. (CO1)

P. T. O.

(2)

BCH-104

2. (a) Explain the role of communication in business, in the era of information and technology. (CO1)

OR

- (b) Explain the difference between one to one and one to many communications. (CO1)
3. (a) Discuss in detail the process of business communication with the help of an example. (CO1)

OR

- (b) Explain the various communication barriers with the help of an example.(CO1)
4. (a) Explain the importance of non-verbal communication with the help of an example. (CO2)

OR

- (b) Explain the role of managerial speeches in a business organization. (CO2)
5. (a) Discuss the importance of meetings in the management of business. (CO2)

(3)

OR

- (b) Write short notes on any *two* of the following : (CO2)

(i) Group Communication

(ii) Seminars

(iii) Use of digital media in communication

BCH-104

90