

H Roll No. ....

**BCH-104**

**B. COM. (H) (FIRST SEMESTER)  
MID SEMESTER EXAMINATION, 2021-22**

**BUSINESS COMMUNICATION**

**Time : 1 : 30 Hours**

**Maximum Marks : 50**

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

(ii) Each question carries 10 marks.

1. (a) Define communication. Discuss the importance of communication in business.

OR

(b) How many types of communication are there in business communication ? Provide suitable examples for each.

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(2)

2. (a) What are the components of the basic communication process ? Define each of them.

OR

- (b) What do you mean by communication barriers ? Explain the different types of barriers in brief.
3. (a) Differentiate between verbal and non-verbal communication with examples.

OR

- (b) Describe the importance of body language in business communication.
4. (a) What is a meeting ? State the advantages and disadvantages of a meeting.

OR

- (b) What do you mean by self-development ? How does self-development contribute to effective communication ?
5. (a) What are the do's and don'ts of a group discussion ?

OR

- (b) What are the qualities of a candidate that can be tested in a group discussion ?