

(4)

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5. (a) Explain the importance of professionalism in the business organization. (CO5)
- (b) Why Business Professional Attire is important in business communication ? How does Business Casual Attire differ from Business Professional Attire ? (CO5)
- (c) What do you understand by workplace courtesy ? Why use of courteous phrases and language is important in business organization ? (CO5)

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**B. COM. (HONS.) (FIRST SEMESTER)  
END SEMESTER**

**EXAMINATION, Jan., 2023**

**BUSINESS COMMUNICATION**

**Time : Three Hours**

**Maximum Marks : 100**

**Note :** (i) All questions are compulsory.

(ii) Answer any *two* sub-questions among (a), (b) and (c) in each main question.

(iii) Total marks in each main question are **twenty**.

(iv) Each sub-question carries 10 marks.

1. (a) Describe the process of communication. Do you think that the process has undergone a radical transformation with the introduction of newer forms of communication ? (CO1)

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- (b) Explain how different forms of barriers to communication can hinder effective communication. (CO1)
- (c) Distinguish between internal and external communication in an organization. (CO1)
- 2. (a) Explain the importance of body language in business communication. Discuss the different forms of body language in communication. (CO2)
- (b) What are the advantages of holding conference ? Explain the difference between seminar and conference. (CO2)
- (c) Explain the role of managerial speeches in a business organization. (CO2)
- 3. (a) Draft an internal memo to your employees on the use of mobile phones inside the premises of the organization. Of late, you have been receiving complaints of disruptions caused by mobile phones during meetings, presentations, conferences, and even the office seating chambers. (CO3)

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- (b) Write out an application to the following advertisement appearing in Dehradun classified of 15th Dec., 2022.  
“Wanted Accountant on ₹ 40,000 p.m. : Apply stating age, qualification and experiences, to the HR Manager.” (CO3)
- (c) Enumerate the differences between letters and memorandums. What style of communication would you adopt when writing to an employee whose performance is below par ? Why ? (CO3)
- 4. (a) Draft an e-mail to all employees regarding a New Year 2023, Party. Enlist their cooperation and seek contributions to organize games, events, and food. (CO4)
- (b) How would you define report ? Describe the types of business report and also explain what purpose is served by the business report. (CO4)
- (c) Explain the characteristics of good presentation ? What are the different points you consider while designing a presentation ? (CO4)

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