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Roll No.

BCH-104

B. COM. (H) (FIRST SEMESTER)

MID SEMESTER

EXAMINATION, Nov., 2022

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) What do you understand by the term Business Communication ? Explain its characteristics. (CO1)

OR

(b) 'Communication is an exchange of facts, ideas, opinions and emotions by two or more persons.' Explain the statement and discuss the role of feedback in communication. (CO1)

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(2)

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2. (a) Explain the importance of Business Communication in today's business management. (CO1)

OR

- (b) Explain the difference between Formal and Informal communication with the help of an example. (CO1)

3. (a) Explain the Process of communication with the help of an example. (CO1)

OR

- (b) What are the barriers to effective communication in an organization? (CO1)

4. (a) Discuss the difference between Verbal and Non-verbal communication with the help of an example. (CO2)

OR

- (b) Enumerate the different types of Speeches with the help of an example. (CO2)

5. (a) What do you understand by the term Group communication? Explain the role of group communication in business organisation. (CO2)

(3)

OR

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

(i) Group discussions

(ii) Seminars

(iii) Conferences

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