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Paper Code :DMB-103

Roll No. 

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**B.Com-1, DBA-2, ADBA-2, DBA (HT)-2**  
**1<sup>st</sup> Year Examination, Calendar Batch 2017**  
**Business Communication**

*Time : 3 Hours ]*

*[ Max. Marks : 100*

**Note.** (A) Attempt any **five** questions.

(B) Each question carries equal marks. (20\*5)

- Q.1** What do you understand by upward communication?
- Q.2** What is an interview ? Discuss any one in details:-  
a. How to appear in an interview    b. How to conduct an interview.
- Q.3** Discuss the elements of an effective communication?
- Q.4** What is oral presentation? Discuss its purpose and structure, also discuss the main factors affecting oral presentation .
- Q.5** What is a report? Discuss its need and various types of report.
- Q.6** Define the sample business letter of any type.
- Q.7** What Do you understand by Business Correspondence Or message? How does it differ from personal correspondence and message?
- Q.8** What are the functions of Business Correspondence?