



## Term Evaluation (Odd) Semester Examination September 2025

Roll no.....

Name of the Course: BCom (H)

Semester: I

Name of the Paper: Business Communication

Paper Code: BCH 104

Time: 1.5 hours

Maximum Marks: 50 Marks

Note:

(1) Answer all the Questions by choosing any one of the sub-questions

(2) Each Question carries 10 marks

Q1

(a.) Define the term communication. What are the Advantages of communication in a Business? (10 Marks) (C01)

OR

(b.) What is the difference between the Upward and Downward Communication? (10 Marks)

Q2

(a.) Feedback is an important component of Business Communication. Justify. (10 Marks)

OR

(b.) What do you mean by term 'Gestures' in Communication? Discuss the disadvantages of 'Grapevine Communication' in Business Organisation? (10 Marks)(CO2)

Q3

(a.) What is "Diagonal Communication"? What are the advantages and disadvantages of diagonal communication? (10 Marks) (CO2)

OR

(b.) Explain, why a business organisation requires an efficient manager. (CO 2)

Q4 (a.)Elaborate on how digital media is useful in Business Communication. (10 Marks)(CO1)

OR

(b.) What are Rumours in Business Communication? Also explain what measures a Business Organisation should take to avoid rumours .C01)

Q5 (a.) Discuss various barriers in Business Communication? (10 Marks)

OR

(b.) What are the 7 C's of communication used in business? (CO 2)