



End Term (Odd) Semester Examination November 2025

Roll no.....

Name of the Course and semester: B.Com (H) I sem

Name of the Paper: Business Communication

Paper Code: BCH 104

Time: 3 hour

Maximum Marks: 100

Note:

- (i) All the questions are compulsory.
- (ii) Answer any two sub questions from a, b and c in each main question.
- (iii) Total marks for each question is 20 (twenty).
- (iv) Each sub-question carries 10 marks.

Q1. (2X10=20 Marks)

- a. What is a professional resume and what elements should be avoided while preparing it. (CO3)
- b. Discuss the importance of communication skills in business management. (CO1)
- c. "A good communication should be concise, clear, correct and courteous". Elaborate. (CO2)

Q2. (2X10=20 Marks)

- a. What is a cover letter and discuss its relevance. (CO3)
- b. What is a business letter? Also explain its importance. (CO4)
- c. "Courteous phrases and language creates a professional image". Elucidate. (CO5)

Q3. (2X10=20 Marks)

- a. Discuss why institutions and organizations use web as a source of knowledge. (CO4)
- b. What are "Minutes"? Also explain its importance. (CO4)
- c. Discuss the role of digital communication in modern day business communication (CO5)

Q4. (2X10=20 Marks)

- a. Explain how cultural and socio physiological barriers acts as hindrance in business workplace (CO5)
- b. What is power point presentation? Also, discuss its importance? (CO5)
- c. What are "Memos"? Discuss their uses in business organizations. (CO3)

Q5. (2X10=20 Marks)

- a. What is effective business reports and explain its importance. (CO2)
- b. Explain the term "Upward communication". Also give relevant examples. (CO1)
- c. Define the term "Circulars". Also explain its importance in business activities. (CO3)