



## Term Evaluation (Odd) Semester Examination September 2025

Name of the Course: BCom (H)

Roll No.....

Semester: I sem

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 objectives of communication in a Business? (10 Marks) (CO1)

OR

(b.) What is the difference between the Downward and Horizontal Communication? (10 Marks) (CO1)

Q2 (a.) What is feedback ?. Discuss the importance of feedback in Business Communication. (10 Marks) (CO2)

OR

(b.) What is "Cross Wise " Communication? What are its Advantages in Business Organisation? (10 Marks)(CO2)

Q3 (a.) What is "Grapevine Communication"? What are the advantages of Grapevine Communication? (10 Marks)(CO2)

OR

(b.) What is the Role of a Manager in effective Business Communication? (10 Marks) (CO2)

Q4 (a.)Discuss the Role of Technology in Business Communication. (10 Marks) (CO1)

OR

(b.) What is the difference between Verbal and Non-Verbal Communication? (C01) (10 Marks) (CO1)

Q5.(a.) What are the Barriers in Business Communication ? (10 Marks) (CO1)

OR

(b.) What are the 7 C's Of Business Communication? (10 Marks) (CO1)