**ANNUAL EXAMINATION 2020**

**(Only for Regular Students)**

***Centre No. 135 Centre Name- Disha College, Raipur (C.G.)***

**Class-B.Com.-I Subject- Accounting**

**Paper No- II Paper Name- Business Communication**

**Time- 3 hrs. M.M.-75**

**Note:- All questions carry equal marks.**

UNIT I

**O**;olkf;d lapkj D;k gS\ bldh fo’ks”krk,¡] mn~ns’; ,oa egRo dh foospuk dhft,A

What is Business Communication? Discuss its essential features, objectives and importance in detail.

(OR)

çHkkoiw.kZ laizs”k.k D;k gS\ laizs”k.k dks izHkkoh fdl Ádkj cuk;k tk ldrk gSA

What is Effective Communication? How Communication can be made effective?

UNIT II

vaxwfjyrk laçs”k.k dks le>kb,\ bldh fo’ks”krk,¡ ,oa xzsiokbu J`a[kyk ds çdkjksa dk mYys[k dhft,A

Explain the meaning of Grapevine Communication. Also describe its characteristics and various types.

(OR)

**vkSipkfjd rFkk vukSipkfjd laÁs”k.k esa varj Li”V dhft;sA buds xq.k nks”k ,oa Ádkj crkb;sA**

Distinguish between Formal and Informal Communication. Point out its advantages and disadvantages and various types.

UNIT III

**lapkj ck/kkvksa ls vkidk D;k vfHkçk; gS\ ck/kkvksa ds fofHkUu çdkjksa dk o.kZu djsa ,oa lapkj ds vojks/kksa dks nwj djus ds mik; crkb;sA**

What is meant by barriers of communication? Discuss various types of barriers and measures to overcome these barriers.

(OR)

fuEufyf[kr esa ls fdUgh nks ij laf{kIr fVIi.kh fyf[k,A

Write Short Notes on: (Any Two)

(a) Group Discussion **lkewfgd ifjppkZ**

(b) Models of Communication **laÁs”k.k ds Áfr:i**

1. Basic Forms of Business Communication **laÁs”k.k ds vk/kkjHkwr Ádkj**

UNIT IV

What is a report? Explain the different types of report with an example.  
एक रिपोर्ट क्या है? एक उदाहरण के साथ विभिन्न प्रकार की रिपोर्ट की व्याख्या करें।

(OR)

Write short note on- NksVs uksV ij fy[ksaA

1. प्रेरित करने के लिए भाषण Speech to motivate

2. प्रशिक्षण प्रस्तुति Training presentation

3. सर्वेक्षण का संचालन Conducting survey

UNIT V

What are the forms of nonverbal communication?

अशाब्दिक संचार के क्या रूप हैं?

OR

संचार के आधुनिक रूप क्या हैं? के उदाहरणों से स्पष्ट कीजिए

1.फैक्स 2.ईमेल 3.सेल फोन

What are the modern forms of communication? Explain with examples of

1.Fax 2.E- mail 3.Cell phone

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