

**B.Com. (Part-I) (Business Information & System Management) Semester-I (CBCS) Examination****BUSINESS COMMUNICATION****Paper : BCE-16**

Time : Three Hours]

[Maximum Marks : 80

**Note :—** (1) All questions in Q. No. 1 are compulsory.

(2) Draw diagrams wherever necessary.

**SECTION—A****Multiple Choice Questions (MCQs) :**

1. (1) Communication is the \_\_\_\_\_ of business. 2
  - (a) Backbone
  - (b) Life blood
  - (c) Nervous system
  - (d) Both (a) & (b)
- (2) Communication in an organization should ideally flow \_\_\_\_\_. 2
  - (a) Horizontally
  - (b) From top to bottom
  - (c) From bottom to top
  - (d) Both ways
- (3) What is the motive of writing a Business or official letter ? 2
  - (a) To place an order
  - (b) To make a complaint/to cancel the order
  - (c) To enquire about products
  - (d) All of these
- (4) Which of the following is not the advantage of Letter writing ? 2
  - (a) Keepsake
  - (b) Physical record
  - (c) Time
  - (d) Confidential
- (5) How can public speakers engage the audience effectively ? 2
  - (a) Avoiding eye contact with audience
  - (b) Asking questions and encouraging participation
  - (c) Both (a) & (b)
  - (d) None of above
- (6) Which of the following is an essential element of good communication in team work ? 2
  - (a) Dominating the conversation
  - (b) Active Listening
  - (c) Both (a) & (b)
  - (d) None of above
- (7) \_\_\_\_\_ is a Computer Network made up of thousands of networks and millions of computer worldwide. 2
  - (a) WWW
  - (b) Internet
  - (c) Intranet
  - (d) LAN

- (8) \_\_\_\_\_ are the quick means of sending copies of document. 2
- (a) Voicemail (b) Video conferencing  
(c) Billig (d) Far
- (9) With technological advancements, today it is possible to have multiple-paddy telephone calls, it is known as \_\_\_\_\_. 2
- (a) Video conferencing (b) VoIP (Voice over Internet Protocol)  
(c) Tele-conferencing (d) Fax
- (10) A \_\_\_\_\_ is a Computer Software application that performs the task of composing, editing, formatting and printing of documents. 2
- (a) Overhead Projector (b) LCD  
(c) Word Processor (d) Printer

### SECTION—B

#### Short Answer Questions :

1. (a) Explain the advantages of verbal communication. 4
- OR**
- (b) Elaborate at least two barriers of business communication.
2. (a) What points should be taken care of while drafting a complaint letter ? 4
- OR**
- (b) Write a short note on importance of effective business correspondence.
3. (a) Discuss the understanding about negotiation and conflict resolution. 4
- OR**
- (b) Discuss the term professionalism and how it differs by Business etiquette.
4. (a) Explain the importance of Client Communication. 4
- OR**
- (b) What is Customer service ? Explain the role of customer service in Business Communication.
5. (a) Discuss the role of ethics in Business Communication. 4
- OR**
- (b) What do you understand by tele-conferencing ?

### SECTION—C

#### Long Answer Questions :

1. (a) Non-verbal communication is also regarding as "Communication devoid of words". Discuss. 8
- OR**
- (b) Discuss on methods of communication in Digital age. What are the advantages of Information Technology in Business Communication ?

2. (a) Discuss the role of Fax, e-mail and video conferencing in Business Communication. 8

**OR**

- (b) Define Proofreading and Editing. What is the difference between proofreading and editing ?
3. (a) Explain the concept of interview and elaborate the points you will keep in mind while presenting yourself in interview. 8

**OR**

- (b) Discuss Do's and Don'ts of Oral Presentation.
4. (a) What do you mean by professional communication ? What are the 7Cs of Effective Communication ? 8

**OR**

- (b) What are the features of global communication ? Comment on benefits and drawbacks of global communication.
5. (a) What do you understand by crisis communication and discuss its role in reputation repair. 8

**OR**

- (b) What is storytelling in business ? How to use storytelling in business ? Give the tips you can use for better storytelling in business.