Roll No.	Total No. of Pages: 02
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Total No. of Questions: 07

B.Com. (2011 & Onwards) (Sem. – 2) BUSINESS COMMUNICATIONS

M Code: 22012 Subject Code: BCOP-205 Paper ID: [B1121]

Time: 3 Hrs. Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTION-B contains SIX questions carrying TEN marks each and students have to attempt any FOUR questions.

SECTION A

- 1. Answer the following:
 - a) What is the purpose of communication?
 - b) Explain the elements of communication.
 - c) What is noise in communication?
 - d) Explain two channels of communication.
 - e) Describe the importance of communication in management.
 - f) Define a positive attitude.
 - g) What do we mean by corporate communication?
 - h) Define etiquette.
 - i) How do we train managers for better communication?
 - j) Explain effective customer care.

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SECTION B

- 2. Explain the basic forms of communication. Which do you think is more important? Explain.
- 3. What is a communication structure? Why is it needed? Explain its effectiveness.
- 4. How do we improve our PR skills? Do attitudes play a role in this? Explain.
- 5. Is grapevine bad for the organization? How can the management use it to its advantage?
- 6. Why is cross-cultural etiquette important? Explain business to business etiquette.
- 7. How is a sales presentation designed? How is it different from other presentations?

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