

Roll No.

91132

**B.Com. 1st Sem. (Hons.) w.e.f. for
Academic Session 2014-15 and Current
Session Examination – November , 2018
BUSINESS COMMUNICATION**

Paper : BCH-1.02

Time : Three Hours] [Maximum Marks : 80
*Before answering the questions, candidates should ensure that they have
been supplied the correct and complete question paper. No complaint in
this regard, will be entertained after examination.*

Note : Attempt *five* question in all, selecting at least *one*
question from each Unit. Question No. 1 is
compulsory. All question carry equal marks.

1. (i) What do you mean by effective business communication ?
- (ii) Write a note on sale messages.
- (iii) What are different types of memorandum ?
- (iv) Explain AIDA formula.
- (v) What is teleconferencing ?

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- (vi) Explore the use of internet.
- (vii) What is sale presentation ?
- (viii) What is the significance of body language ?

UNIT – I

2. What do you mean by Business communication?
Explain the importance of effective communication in
business.
3. Discuss the basic patterns of business messages with
their use in detail.

UNIT – II

4. What are the different types of business letters ? Give
a brief account of main business letters.
5. Discuss the various steps in report writing for an
industrial visit

UNIT – III

6. What is meant by email ? Explain how does it work ?
What are its uses ?
7. Explain the modern forms of verbal communication in
detail. Give their limitations.

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UNIT – IV

8. Discuss in details the strategies to overcome barriers in address and speech.
9. What is meant by oral skills and visual aids ? Explain their various devices.

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