

**Revision Paper (2017-18)**

**Class-B.Com-I**

**Subject: Business Communication**

**Paper-BC-101**

**Time: 3 Hours**

**Maximum Marks: 80**

**Note: Attempt five questions in all, selecting at least one question but not more than two questions from any unit. All questions carry equal marks.**

**UNIT – I**

1. What do you mean by business communication? Explain the process of communication.
2. What are the different barriers in effective communication? How these may be removed?
3. What is meant by Audience Analysis? Discuss various steps of Audience Analysis. Also explain the objectives of Audience Analysis.
4. What do you mean by self development? How does self development contribute to effective communication?

**UNIT-II**

5. What is an effective communication? Discuss general principles and importance of effective communication.
6. Explain different parts of business letter. Give a specimen of a business letter in a full block format.
7. What is meant by Report? What are the qualities of good business report?

**UNIT III**

8. What is meant by oral presentation? Discuss the main principles and factors affecting oral presentation.
9. What are the challenges to organization by new technologies? Write various forms of modern communication.
10. What do you mean by International Communication? What suggestions would you give for adopting Global Business?