

Revision Paper (2018-19)
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 understand by business communication? Discuss various models of this.
2. What is meant by Audience Analysis? Discuss various steps of Audience Analysis. Also explain the objectives of Audience Analysis.
3. What are the different barriers in effective communication? How these may be removed?
4. Write notes on the following:-
 - (a) Mock Interviews
 - (b) Group Discussions
 - (c) SWOT Analysis

UNIT-II

5. What do you mean by 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 Report? As a manager, what good qualities you will consider in report writing?

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 is Time Management? Why do we need time management? Explain the techniques of time management.