

Revision Paper (2021-22)
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 is Business Communication? Explain the basic forms of Communication with suitable examples?
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) Effective Listening
 - (d) SWOT Analysis

UNIT-II

5. 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 do you mean by Non-Verbal aspects of Communication? Discuss the basic principles of oral presentation? How it can be made effective?
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.