

Revision Paper (2015-16)
Class-B.Com-I
Sub: Business Communication
Paper-I
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. Explain the process of communication. Also explain Shannon-Weaver model and Lesikar, Petit and Flatley model of communication.
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) SWOT Analysis
 - (b) Group Discussions
 - (c) Mock Interviews

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 Kinesics or Body Language? Discuss its various aspects in detail.
9. What are the challenges to organization by new technologies? Write various forms of modern communication.
10. Explain individual factors of Inter-cultural Interactions. How these affect the global business?