

Revision Paper (2022-23)
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 example.
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. What do you mean by effective presentation? Discuss the pre-requisites of an effective presentation.
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 Stress Management? Why do we need stress management? Explain the techniques of stress management.
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?