

Roll No. ....

**91132**

**B.Com. 1st Sem. (Hons.) w.e.f. for  
Academic Session 2014-15 and Current  
Session Examination – November , 2018  
BUSINESS COMMUNICATION**

**Paper : BCH-1.02**

Time : Three Hours ] [ Maximum Marks : 80  
Before answering the questions, candidates should ensure that they have  
been supplied the correct and complete question paper. No complaint in  
this regard, will be entertained after examination.

**Note :** Attempt *five* question in all, selecting at least *one*  
question from each Unit. Question No. 1 is  
*compulsory*. All question carry equal marks.

1. (i) What do you mean by effective business communication ?
- (ii) Write a note on sale messages.
- (iii) What are different types of memorandum ?
- (iv) Explain AIDA formula.
- (v) What is teleconferencing ?

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- (vi) Explore the use of internet.
- (vii) What is sale presentation ?
- (viii) What is the significance of body language ?

**UNIT – I**

2. What do you mean by Business communication?  
Explain the importance of effective communication in business.
3. Discuss the basic patterns of business messages with their use in detail.

**UNIT – II**

4. What are the different types of business letters ? Give a brief account of main business letters.
5. Discuss the various steps in report writing for an industrial visit

**UNIT – III**

6. What is meant by email ? Explain how does it work ?  
What are its uses ?
7. Explain the modern forms of verbal communication in detail. Give their limitations.

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**UNIT – IV**

8. Discuss in details the strategies to overcome barriers in address and speech.
9. What is meant by oral skills and visual aids ? Explain their various devices.

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