

**2024/FYUG/ODD/SEM/
COMSEC-101T/251**

FYUG Odd Semester Exam., 2024

**COMMERCE
(1st Semester)**

Course No. : COMSEC-101T

(Business Communication)

Full Marks : 50

Pass Marks : 20

Time : 2 hours

*The figures in the margin indicate full marks
for the questions*

UNIT—I

1. Answer any *three* from the following : $1 \times 3 = 3$
 - (a) Define communication.
 - (b) What is formal communication?
 - (c) Give one example of non-verbal communication.
 - (d) Mention one need of grapevine communication.
2. Differentiate between lateral and diagonal communication. 2

OR

3. Mention different forms of communication. 2

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(Turn Over)



(2)

4. Discuss the process of business communication. 5

OR

5. Write a detailed note on levels of communication. 5

UNIT—II

6. Answer any *three* from the following : 1×3=3

(a) What is a linguistic barrier in communication?

(b) What is communication noise?

(c) What is meant by cultural barriers of communication?

(d) Give one example of physical barriers in communication.

7. Point out two demerits of organizational barriers. 2

OR

8. Name two interactive techniques of communication. 2

9. What are the essentials of effective communication? 5

OR

10. Write a detailed note on psychological barriers to communication. 5

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(Continued)

(3)

UNIT—III

11. Answer any *three* from the following : 1×3=3

(a) Define Tender.

(b) What is memorandum?

(c) What is adjustment letter?

(d) Name some IT communication tools.

12. Differentiate between notice and agenda. 2

OR

13. Why are claims and adjustment letters written? 2

14. What are the steps to be followed for preparing a 'resume'? 5

OR

15. Discuss the role of technology in communication. 5

UNIT—IV

16. Answer any *three* from the following : 1×3=3

(a) Write one element of final draft.

(b) What is a business report?

(c) Mention the stages of report writing.

(d) Name two types of report.

17. Write two characteristics of report writing. 2

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OR

18. What are the different stages of report writing? 2
19. Discuss the various types of business report. 5

OR

20. Write a business report mentioning about the trend of sales in your company for the past five years. 5

UNIT—V

21. Answer any *three* from the following : 1×3=3
- (a) What is oral presentation?
- (b) What are visual aids?
- (c) Why are audio-visuals used in communication?
- (d) What is PowerPoint presentation?

22. Write two essentials of a good presentation. 2

OR

23. What are the best practices for ending a telephonic conversation on a positive note in business communication? 2

24. Discuss how to organise and present the content in PowerPoint presentations in effective manner. 5

OR

25. Why are oral communications important in business? Discuss. 5
