

BCH - 101

B.Com. (Hons.) (First Semester)

Examination, 2023-24

Paper : First

[Business Communication and
English Language]

[Time : 3 Hours]

[Maximum Marks : 70]

Note: This question paper is divided into two Sections A and B. Examinees are required to follow the instructions given in each section separately.

SECTION - A (Short Answer Type Questions)

Note: This section contains Eight questions out of which any five questions are to be attempted. Each question carries 5 marks. (5×5=25)

1. What are the two types of communication. Explain non-verbal communication in detail.
2. Write short note on paralanguage.
3. Write a memorandum form Vice-President. Finance to Finance Manger of XYZ company, informing him about an increase in the Diwali bonus for all the employees.
4. Write a short note on Bibliography.
5. Which do you mean by formal communication? Explain its functions and advantages.
6. Explain the main directions of communication highlighting their respective functions.
7. Write short note on Endnotes and Footnotes.
8. Write a note on Electronic presentation.

SECTION - B
(Long Answer Type Questions)

Note: This section contains Five questions out of which any three questions are to be attempted. Each

question carries 15 marks.

(3×15=45)

9. What is cultural sensitivity and cultural intelligence? How will it help in making your intercultural communication effective?
10. How modern visual aids can make your communication effective? Explain any two visual aids that you would like to take help of for your presentation. Also mention the precautions one should take while presenting the lecture through visual aids.
11. "Modern communication system has changed the world into global village." Explain.
12. Briefly explain the seven C's of effective communication.
13. Explain upward communication in the context of a business organization. Why it is not very effective in many of the cases?