

**Total No. of Pages : 02**

**Total No. of Questions : 07**

**B.COM (2013 to 2017 Batch) (Sem.-2)**

## BUSINESS COMMUNICATIONS

**Subject Code : BCOP-205**

**Paper ID : [B1121]**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and a student has to attempt any FOUR questions.

## SECTION-A

1. **Write short notes on the following :**
  - a. What are PR Skills?
  - b. What is good communication?
  - c. What is status barrier?
  - d. Define cross-cultural etiquette.
  - e. What are Positive Gestures?
  - f. Write 7Cs of Communication.
  - g. What is Formal Communication?
  - h. What is effective customer care?
  - i. What is Gestural communication?
  - j. What is organizational communication?

### SECTION-B

2. What is business communication? Discuss its importance in detail.
3. Discuss the principles of effective communication.
4. How would you write a Good Press Release? Discuss.
5. As a manager, how would you impart communication training to new executives in your organization? Discuss.
6. Discuss the principles of effective oral presentation in detail.
7. Write in detail the significance of business etiquettes.

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