

SECTION-C

Note: Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 Give the detailed types of communication.
- Q.4 What is written communication. Explain its merits and demerits.
- Q.5 Give the meaning and various features of verbal communication.
- Q.6 What are the objectives of communication? Explain the needs of inter-departmental communication.
- Q.7 Write a short note on followings :-
- a) Upward Communication.
 - b) Downward Communication.

No. of Printed Pages : 4

Roll No. 073312/073412/073512

1st Sem. / DBM / Retail / S&M

Subject : Business Communication - I

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1
- a) Define Business Communication.
 - b) Define Organization.
 - c) Define non-verbal communication.
 - d) Cross culture communication.
 - e) Define interpersonal communication.
 - f) Define receiver.
 - g) Define group.
 - h) Two feature of communication.
 - i) Two errors of communication.

- j) Define meanings of organization.
- k) Two advantages of communication.
- l) What is advice?
- m) Two channels of business.
- n) Two needs of communication.
- o) Two merits of written Communication.
- p) What is telephonic Communication.
- q) Two steps of communication process.
- r) Define concept of noise in communication.

SECTION-B

Note: Short answer type questions. Attempt any ten parts 10x4=40

- Q.2
- i) Differentiate between oral and written communication.
 - ii) Name different types of communication.
 - iii) Explain the demerits of written communication.

- iv) Explain the types of communication barriers.
- v) Write the advantage of face of face communication.
- vi) Why good communication is essential for a H.R. manager.
- vii) Explain the merits of oral communication.
- viii) Write the advantages of telephonic communication.
- ix) Explain the modern office communication.
- x) Give name of 4c's of communication.
- xi) Mention the measures you will take to prevent communication from barriers.
- xii) Write the advantage of group discussion.
- xiii) Explain interdepartmental communication.
- xiv) What is reporting to management.
- xv) Explain briefly communication errors in business writing.