

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

M.Com. (2019 & Onwards) (Sem.-1)

BUSINESS COMMUNICATION

Subject Code : MCOP-106-18

M.Code : 75338

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT Questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B contains of FOUR Subsections : Units-I, II, III & IV. Each Subsections contains TWO questions each carrying EIGHT marks each and students has to attempt any ONE question from each subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Answer briefly :

1. Verbal Communication
2. Barriers for effective communication
3. Polishing the Communication
4. Report writing
5. Job application form
6. Curriculum Vitae
7. Letter of resignation
8. Group discussion

SECTION-B

UNIT-I

9. Highlight the various communication channels. How ethics are important in communication?
10. Discuss the nature of communication. Explain the communication process and stages in communication.

UNIT-II

11. Describe the role of reports in communication. What are the characteristics of business reports?
12. Explain in detail with examples the writing communication process.

UNIT-III

13. Discuss the roles of References, Offers of employment and Job Description in Recruitment and selection process.
14. What is researching Job? Discuss in detail the recruitment and selection process.

UNIT-IV

15. Discuss how Listening, Working and Writing in teams are important in interpersonal Communication.
16. What are the important things the speaker must consider in the seminar presentation and public speaking?

SECTION-C

17. Case Study :

Mrs. Krupa Devi worked for 20 years in the Horlicks Biscuits Ltd, she joined very recently the Nutrine Biscuits Ltd, as the production manager, she was supposed to attend a routine departmental heads meeting last Friday at 4.30 p.m., which was presided over by the managing director of the company. She did not attend the meeting as there was no formal or informal communication to her, the managing director didn't like her absence as there were many important items to be discussed regarding production department, Mrs. Krupa Devi was called by the managing director on the next day and asked explanation for not attending the meeting Mrs. Krupa Devi replies that there was no information. The secretary said that it was a routine meeting and as such information was not sent to any departmental head. But all other heads, except Mrs. Krupa Devi, attended the meeting.

Questions :

- a. Who is responsible for the occurrence of such a mistake?
- b. Find out the reason for the incident. How do you propose to solve such problems in future?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.