

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

M.Com. (Sem.-1)
BUSINESS COMMUNICATION
Subject Code : MCOP-106-18
M.Code : 75338
Date of Examination : 19-01-2023

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

1. Answer briefly :

- a) Myths about communication
- b) Communication and Ethics
- c) External and Internal audience
- d) Polishing the Writing
- e) Researching Job
- f) Letter of Resignation
- g) Minutes of Meeting
- h) Group Discussion.

SECTION-B

UNIT-I

2. Discuss the steps in the process of communication. Explain the barriers, to effective communication.
3. What is communication channel? Discuss various means of communication with example.

UNIT-II

4. Describe the importance of communication to managers. How to analyse the situations of business communication?
5. What are the characteristics of business reports? Discuss the purpose of reports and also explain techniques of writing a report.

UNIT-III

6. In the modern technological environment researching the job is easy but confusing. Comment and Justify.
7. **Write a detailed note on :**
 - a) Letter of acceptance
 - b) Types of Interviews.

UNIT-IV

8. “*Group discussion helps the organization to know the feelings of group members*”. Explain how group discussions may be used as effective way of communication?
9. Explain the following :
 - a) Overcoming stage fright
 - b) Difference between Conversation and Discussion.

SECTION-C

10. Case Study :

Mr. John Hauser president of A&E Education in Germany visited a management institute in Chennai. After an informal meeting with the principal director, they moved to a large seminar hall equipped with a multimedia projection system. John proposed to give a

presentation on his learning Management System Model. He spoke for about 40 minutes, covering the worldwide processes of educational administration and e- management. His presentation used power point and visually supported by graphic data- charts, graphs and diagrams, at places, he was difficult to follow because of the unusual accent in which English is spoken by German. However, the elaborate visual aids helped him put his point across successfully. The power point slides were in the form of bullet points outlining the structure of the presentation. During the discussion of at the end of John's presentation, the principle director opined that the international model discussed would need to be customized with specific local content, and went on to share his own software model of learning management system. John appreciated the new insight and they agreed to collaborate and integrate the models for marketing the software to educational institutions across India.

Question :

- a) Does the size of venue affect the quality of presentation?
- b) Discuss the benefits of using PowerPoint and visual aids when giving a presentation to a foreign audience.
- c) What were John's presentation objectives? Was he successful in achieving them?

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.