

**Bc/BC-601**

**2 0 1 7**

( 6th Semester )

**COMMERCE**

Paper No. : BC-601

**( Business Communication )**

*Full Marks : 70*

*Pass Marks : 45%*

*Time : 3 hours*

( PART : B—DESCRIPTIVE )

( Marks : 45 )

*The figures in the margin indicate full marks  
for the questions*

1. (a) What is communication? Why is communication so important in a business organization? 3+6=9

*Or*

- (b) Discuss the various types of communication. 9

2. (a) What are the different networks of communication? Explain in brief. 9

*Or*

- (b) What is seminar? How can it be made effective? 3+6=9

**L7/466a**

*( Turn Over )*

( 2 )

3. (a) Discuss the various steps in effective writing. 9

Or

- (b) Draft a request letter asking suppliers to send quotations. Give a hypothetical example. 9

4. (a) What is an effective speech? Discuss the various strategies for making a speech effective. 3+6=9

Or

- (b) As the Secretary of XYZ company, prepare a report to be sent to the Managing Director for installation of computers and air conditioners in the company. 9

5. (a) Discuss the various modern means of communication. 9

Or

- (b) Discuss the way of handling written communication in international situations. 9

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