

Bc/BC-601

2016

(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 are the barriers to communication?
Discuss the guidelines for overcoming
these barriers. 3+6=9

Or

- (b) Distinguish between formal and informal
channels of communication. 9

L16/550a

(Turn Over)

(2)

2. (a) What is lateral communication? Explain its purposes. 3+6=9

Or

- (b) How does feedback help in making communication effective? 9

3. (a) What is a report? State its main features. 3+6=9

Or

- (b) There was a minor fire in the office building of your company. As the administrator, you have been asked to prepare a report giving your recommendation to prevent fire in the future. Prepare the report. 9

4. (a) What is e-mail? Describe its advantages. 3+6=9

Or

- (b) Explain the need and importance of business letters. 9

5. (a) What is a presentation? Why are oral presentations needed? 3+6

Or

- (b) How do you engage the audience a lively, interactive and positive communication while making presentations?
