

Bc/BC-601

2015

(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*

Answer **all** questions

1. (a) What is a communication model? Give their uses. 3+6=9

Or

(b) What is audience analysis? State the easy way to analyze the audience. 3+6=9

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(Turn Over)

(2)

2. (a) Briefly state how grapevine can be used by the management for its effectiveness. 9

Or

- (b) Explain about conducting seminars as a tool of group communication.

3. (a) Write a note on the various purposes for which a business letter is written. 9

Or

- (b) Write a memo to the manager of your firm suggesting a change in the system of circulation of important information to the employees of your organization.

4. (a) Show the difference between a proposal and a report. 9

Or

- (b) What are the steps to be followed while preparing a report?

5. (a) What is videoconferencing? State its advantages. 3+6=9

Or

- (b) How can the manager of a global firm adapt to intercultural diversities?
