

Bc/BC-601

(2)

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(6th Semester)

COMMERCE

Paper : 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 do you mean by business communication? Discuss the elements of communication process. 2+7=9

Or

- (b) What are formal and informal communications? Discuss their advantages and disadvantages. 5+4=9

2. (a) What is grapevine communication? What are the advantages and disadvantages of grapevine communication? 1+4+4=9

Or

- (b) What is seminar? How can seminar be made effective? 2+7=9

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

Or

- (b) What are the various types of business letters? What are the important points to make business letters effective? 4+5=9

4. (a) What is business report? Discuss in brief various types of business reports. 2+7=9

Or

- (b) Discuss PowerPoint presentation with its advantages. 2+7=9

5. (a) What do you mean by video-conferencing? Write about the advantages and disadvantages of video-conferencing. 1+4+4=9

Or

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