

Bc/BC-601

2018

(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 various objectives of communication? Explain them briefly. 9

Or

- (b) Explain Shannon and Weaver model of communication in detail. 9

2. (a) Discuss the general principles of effective communication. 9

Or

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

8L/500a

(Turn Over)

(2)

3. (a) What is memo? When is it used? Discuss its advantages. Draft a specimen memo asking for explanation for not attending the duty. 2+3+4=9

Or

- (b) What are the various types of business letters? Discuss the various points of business letters. 3+6=9

4. (a) What are the causes of nervousness in speech or interview? Discuss the ways to overcome nervousness in speech or interview. 4+5=9

Or

- (b) What are the various factors affecting presentations? 9

5. (a) Discuss the way of handling oral communication in International Situation. 9

Or

- (b) Explain the various modern means of communication.
