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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 is audience analysis? What are the various types of audiences? 2+7=9

Or

- (b) Discuss the Shannon and Weaver model of communication. 4+5=9

2. (a) What is corporate communication? Discuss the various types of corporate communication. 2+7=9

Or

- (b) Discuss the 7 Cs of communication. 9

3. (a) What are the various approaches of designing persuasive letters? 9

Or

- (b) What is memo? Draft a specimen of memo by Managing Director to Sales Officer for customer's complaint. 2+7=9

4. (a) Discuss the various strategies to overcome nervousness in speech or interview. 9

Or

- (b) Draft a report by management consultant on controlling raw material cost. 9

5. (a) Discuss the importance of cultural diversities in international business communication. 9

Or

- (b) Discuss the factors influencing interactions in cross-cultural communication. 9
