



DE-2623

First Year B. Com. (Honours) (Sem. I) Examination
March / April - 2016
Business Communication

Time : 2 Hours]

[Total Marks : 50

Instructions :

(1)

नीचे दशांशके निशानीवाणी विगतो उत्तरवही पर अवश्य लिखनी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="F. Y. B. COM. (HONOURS) (SEM. 1)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="BUSINESS COMMUNICATION"/>	<input type="text"/>
Subject Code No. : <input type="text" value="2"/> <input type="text" value="6"/> <input type="text" value="2"/> <input type="text" value="3"/>	Section No. (1, 2,.....) : <input type="text" value="Nil"/>
Student's Signature	

(2) Figures to the right indicate full marks.

(3) All questions are compulsory.

- 1 Answer the following questions : 10
- (1) What is an interview ?
- (2) Advantages of written communication.
- (3) Discuss the general principles of effective communication.
- 2 What is Group Discussion ? Describe different techniques of participation in group discussion. 13
- 3 (a) Draft a memo to an employee warning him about his habit of reading newspaper and magazines during office hours. 7
- (b) Draft a report of an enquiry into the charges of a junior employee's misbehaviour with an officer. 6

4 Write short notes on : (any two)

14

- (1) Tips for successful interview
 - (2) Communication models
 - (3) Grape Vine.
-