

# ANNUAL EXAMINATION 2020

(Only for Regular Students)

Centre No. 135  
Class-B.Com.-I  
Paper No- II  
Time- 3 hrs.

Centre Name- Disha College, Raipur (C.G.)  
Subject- Accounting  
Paper Name- Business Communication  
M.M.-75

Note:- All questions carry equal marks.

## UNIT I

0; ol kf; d l pkj D; k gS bl dh fo'ksrk, j mns; , oa egRo dh foopuk dlft , A

What is Business Communication? Discuss its essential features, objectives and importance in detail.

(OR)

çHkoiwZ l ásk.k D; k gS l ásk.k dks iHkoh fdI Ádkj cuk; k tk l drk gS

What is Effective Communication? How Communication can be made effective?

## UNIT II

vafjyrk l ásk.k dks l e>kb, \ bl dh fo'ksrk, j , oa xi okbu J[kyk ds çdkjæ dk mVy[k dlft , A

Explain the meaning of Grapevine Communication. Also describe its characteristics and various types.

(OR)

vks pkjd rFlk vukS pkjd l ásk.k eavvj Li"V dlft; A budsxqk nsk , oa Ádkj crkb; A

Distinguish between Formal and Informal Communication. Point out its advantages and disadvantages and various types.

## UNIT III

l pkj ck/kvka l s vki dk D; k vflkç; gS ck/kvka ds fofHku çdkjæ dk o.ku dja , oa l pkj ds vojksæ dks nj djus dsmik; crkb; A

What is meant by barriers of communication? Discuss various types of barriers and measures to overcome these barriers.

(OR)

fuufyf[kr eal sfdlgh nks ij l ákr vli .kh fyf[k, A

Write Short Notes on: (Any Two)

(a) Group Discussion

l ketgd i fjppkZ

(b) Models of Communication

l ásk.k ds Áfr: i

(c) Basic Forms of Business Communication

l ásk.k ds vk/kjHkr Ádkj

## UNIT IV

What is a report? Explain the different types of report with an example.

एक रिपोर्ट क्या है? एक उदाहरण के साथ विभिन्न प्रकार की रिपोर्ट की व्याख्या करें।

(OR)

Write short note on- Nk/suk/ ij fy[k

1. प्रेरित करने के लिए भाषण

Speech to motivate

2. प्रशिक्षण प्रस्तुति

Training presentation

3. सर्वेक्षण का संचालन

Conducting survey

## UNIT V

What are the forms of nonverbal communication?

अशाब्दिक संचार के क्या रूप हैं?

OR

संचार के आधुनिक रूप क्या हैं? के उदाहरणों से स्पष्ट कीजिए

1. फैक्स

2. ईमेल

3. सेल फोन

What are the modern forms of communication? Explain with examples of

1. Fax

2. E- mail

3. Cell phone

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