A-2623
First Year B. Com. (Honours) (Sem. I) Examination
March / April – 2015
Business Communication

Time : Hours] [Total Marks : 50

Instructions :

(1) Fill up strictly the details of signs on your answer book.

(2) Figures to the right indicate full marks.

(3) All question are compulsory.

1 Answer the following questions : 10
   (1) Discuss the general principles of effective communication.
   (2) How is memorandum different from a letter ?
   (3) What is the importance of mentioning reference in a job application letter ?

2 What is an interview ? Describe various types of an interview. 13

3 (A) Draft a memo declining the grant of deputation to an employee still on probation. 7
   (B) Draft a report as secretary to the Board of directors about the need for an immediate advertising campaign. 6

4 Write short notes on : (any two) 14
   (1) Appearing in Interview
   (2) Grapevine
   (3) Principles of effective communication.