



**KA-2522**

**First Year B. Com. (Sem. I) (Hon.) Examination**  
**October/November – 2012**  
**Business Communication**

Time : Hours]

[Total Marks : 70

**Instructions :**

(1)

नीचे दशावेष निशानीवाणी विगतो उत्तरवही पर अवश्य लभवी.  
Fillup strictly the details of signs on your answer book.

Name of the Examination :  
**First Year B. Com. (Sem. 1) (Hon.)**

Name of the Subject :  
**Business Communication**

Subject Code No. : **2 5 2 2** Section No. (1, 2,.....) : **NIL**

Seat No. :

Student's Signature

- (2) Figures to the right indicate full marks.  
(3) All questions are compulsory.

- 1 Compare the features of oral communication and written communication. 14
- 2 What do you understand by Grapevine ? What is its importance in an organization ? 14
- 3 What is an Interview ? Describe various types of an interview. 14
- 4 (a) Draft a memo to an employee granting permission to join as part-time diploma course in marketing. 7  
(b) Explain the advantages and purposes of group discussion. 7
- 5 Write short notes : (any two) 14  
(i) Audience Analysis  
(ii) Group presentation  
(iii) Distinguish between formal and informal communication