



UA-2528

First Year B. Com. (Honours) (Sem. I) Examination
March/April – 2012
Business Communication

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृशावेव निशानीवाणी विगतो उत्तरवही पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="FIRST YEAR B. COM. (HONS) (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="5"/> <input type="text" value="2"/> <input type="text" value="8"/>	<input type="text"/>
Section No. (1, 2,.....): <input type="text" value="Nil"/>	<input type="text"/>
	Student's Signature

(2) All questions are compulsory.

(3) Figures to the right indicate full marks.

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|---|--|----|
| 1 | Define Communication. Explain different networks of communication. | 14 |
| 2 | Explain in detail all the principles of effective communication. | 14 |
| 3 | “Interview should be reviewed on the basis of techniques, contents and popular questions”. Comment. | 14 |
| 4 | Quark Media House Pvt. Ltd. is situated at A-45, Industrial Area, Phase VIII-B, Mohali-160058. The company is a software development firm and has advertised for the post of Technical Knowledge, proven written skills and subject or course in technical writing need apply. | 14 |
| 5 | Write short notes on (any two) : | 14 |
| | (i) Group Presentation | |
| | (ii) Seminars | |
| | (iii) Paralinguistics | |