



UA-2551

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

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृशविले निशानीवाणी विगतो उत्तरवही पर अवश्य लभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
F. Y. B. Com. (Sem. 2) (Honours)	<input type="text"/>
Name of the Subject :	<input type="text"/>
Business Communication	<input type="text"/>
Subject Code No. : <input type="text"/> 2 <input type="text"/> 5 <input type="text"/> 5 <input type="text"/> 1	Section No. (1, 2,.....) : <input type="text"/> NIL
Student's Signature	

(2) All questions are compulsory.

(3) Figures to the right indicate full marks.

- 1 What is meant by body Language ? Discuss the types and significance of body language. 14
- 2 "Modern age is an age of information revolution". Discuss the statement. 14
- 3 "Listening means decoding and interpreting sounds correctly." Explain in detail with reference to effective listening skill. 14
- 4 (a) Explain the concept of whole communication and the channels of whole communication. 7
(b) What is meant by Good News letter ? Explain the purpose of such letter. 7
- 5 Write short notes : (any two) 14
 - (i) Paralanguage
 - (ii) Sales letter
 - (iii) Qualities of good business letter
 - (iv) Objectives of self development.