

1908000201010001
EXAMINATION FEBRUARY-MARCH 2024
BACHELOR OF COMMERCE (HONORS) (FIRST SEMESTER)
BUSINESS COMMUNICATION – I-LEVEL 1

[Time: As Per Schedule]

[Max. Marks: 50]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination : **BACHELOR OF COMMERCE (HONORS) (FIRST SEMESTER)**
- b. Name of the Subject : **BUSINESS COMMUNICATION – I-LEVEL 1**
- c. Subject Code No : **1908000201010001**

2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer the following questions briefly. (Any SEVEN)

14

1. Give the names of any two personal qualities.
2. What is full form of SWOC.
3. What is the first stage in recruitment process by the recruiters?
4. Mention names of two categories, required for employability skills.
5. To raise employability quotient, one has to develop an interest in cultural events like theatres and sports. Is it true or false?
6. Name the four types of communication?
7. Show diagrammatically the direction of flow of communication.
8. What is non-verbal communication?
9. Mention any four types of correspondence used at work.
10. Define 'Clarity' as one of the 7 Cs of communication.
11. What is the purpose of Curriculum Vitae?
12. Brief any two Email etiquettes
13. What do you mean by Haptics?
14. What skills are required in Group Discussion?

Q.2 Draft a Curriculum Vitae for the post of Secondary School Teacher, at Delhi Public School, Lucknow. **10**

OR

Draft the Cover letter with Resume for the post of Accountant, at Mahavir Brothers Company & Ltd.

Q.3 Imagine that you are working as a manager in the Food Production Company. You want the annual report of sales to analyse the sales status for future policy making. Write an email to the sales manager, asking for the details of sales transaction of the company. **10**

OR

Imagine that you are a head of Department of Arts, Bhilai College of Arts. Write an email to the faculty members, informing them about the new rules and regulations for students with regards of discipline and code of conduct.

Q.4 Write Short notes on: (Any Two) **16**

1. Difference between Soft skills and hard skills
2. Email etiquettes
3. Presentation Skills
4. 7 Cs of Communication Skills
