

Maulana Azad National Urdu University

Programme: B.A.

1st Semester

**BNCM102DET: Business Communication**

Max Marks: 35

Time: 2hrs

Note: This question paper consists of three parts: Part-A, Part-B and Part-C. Number of words to answer each question is only indicative. Attempt all parts.

**Part-A** contains 05 compulsory questions of multiple choice/fill in the blank/very short answer type question. Answer all questions. Each question carries 1 mark.

**(05x1=05 marks)**

**Part-B** contains 08 questions, of which students are supposed to answer 05 questions. Answer a descriptive question in approximately 200 words. Each question carries 04 marks.

**(5x4=20 marks)**

**Part-C** contains 02 questions, of which students are supposed to answer 01 question only. Answer each question in approximately 500 words. Each question carries 10 marks.

**(1x10=10 marks)**

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### **Part A**

#### **I.**

- (i) \_\_\_\_\_ is Communication through spoken or Written words.
- (ii) Define Grapevine Communication
- (iii) What is E-mail
- (iv) What are Circular Letters
- (v) \_\_\_\_\_ are the reports required to be prepared and presented according to legal procedures

#### **PART -B**

2. Discuss 7 C's Of Communication
3. What is Communication Process?
4. What is Oral Communication? Explain its medias.
5. What are the essentials of Good business writing?
6. What are the functions of a business Letter?
7. What are the various types of communication?
8. Draft a Letter enquiring about computer and make reply to it
9. What are the steps in business report writing?

#### **PART -C**

10. What are the various objectives of Communication? Explain them briefly.
11. What is business report? Discuss the various types in detail.