

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Even Semester Examination (Online Examination) August 2021

B.Com (Hons)- [II-Semester]

Subject Name: Business Communication

MM: 75

Subject Code: BCH206

Time: 03Hours

Email Id of the Examiner: faheem.happ@gmail.com

Email Id of the Assistant Superintendent of Exams: bcomhons2ndsemaugust2021@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scannedhand written solution** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Roll No- Full Name-Enrollment Number-Course-Semester-Subject Abbreviation(Example: 20334032-Rabia Shaheen-2020-334-032-BCH-II-MPP)and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

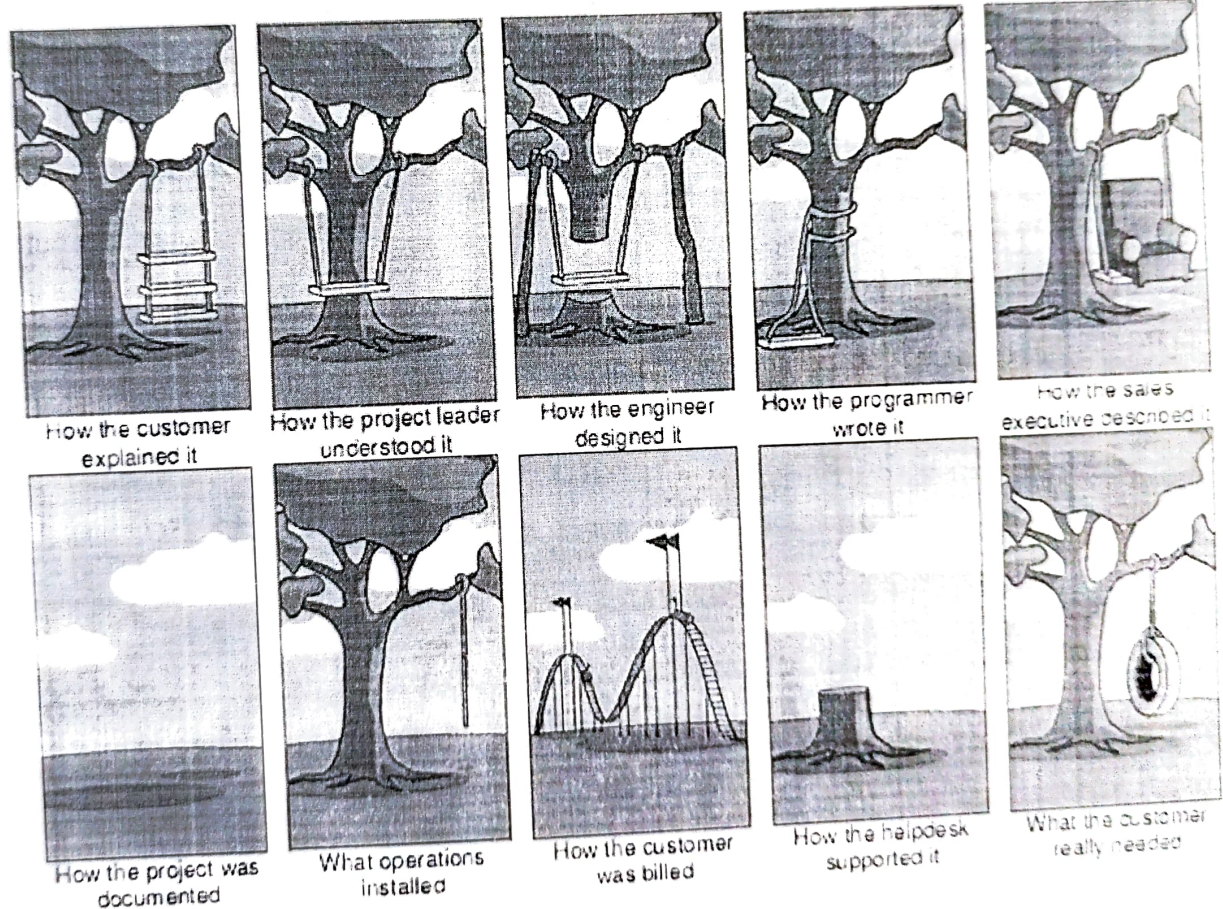
Q1: What do you understand by 'Business Communication'? Explain its communication process and objectives.

Q2: What are the different types of communications? Differentiate between debate, interview and group discussion.

Q3: What do you understand by Non-verbal Communication skill? Explain its types and importance in communication.

Q4: What do you understand by written communication? What are its types? Explain different business letters.

Q5: No one knows exactly how much poor communication costs business, industry and government each year, but estimates suggest billions. Following is the Project Management Tree Cartoon which has been used widely to illustrate the perils of poor communication during a project.



Explain barriers of communication and ways to overcome them.