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School of Management and Business Studies
Department of Management
Even Semester Examination - August 2023
B.Com(Hons)-II Semester
Business Communication; BCH206

Roll No...

Duration: 3 Hour

Max. Marks - 60

Section A - Short Answer

(6X4=24)

Note: Attempt any Six Questions, all questions carry equal marks

- Q1: Outline the essential steps involved in the process of communication.
Q2: What are the critical functions of downward communication?
Q3: Comment on the advantages and disadvantages of using visual signs.
Q4: Outline and discuss three key linguistic barriers faced by an individual in an organization.
Q5: Discuss the merits and demerits of formal channels of communication.
Q6: What is effective listening? Explain the steps involved in the process of listening.
Q7: How many grapevine chains have been identified? How do they function?
Q8: What constitutes a good report? Comment.
Q9: What do you mean by paralanguage? Explain.

Section B-Long Answer

(12X3=36)

Note: Attempt any Three Questions; All questions carry equal marks

- Q1: Explain the directions in which communication flows in an organization, with the help of a diagram.
Q2: Analyse a real-life communication situation between two people and show the barriers operating.
Q3: Prepare a short enquiry report on a fire that broke out due to a short circuit in the office and suggest recommendations so that such incidents do not recur.
Q4: The Managing Director of XYZ Company Ltd. asked the Secretary to submit a report on the declining trend of discipline in the office. As the secretary, draft a suitable report analyzing the causes of the decline and suggesting suitable remedies.
Q5: As Head of the Department draft a memo for the employees asking them to keep a strict check on misuse of office stationery for personal use.
Q6: Discuss various strategies available to minimize communication barriers.
