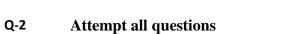
Enrollment No:			Exam Seat No:				
			AH UNIVE	RSITY			
		vvintei	r Examination	1-2018			
Subjec	ct Name: Bu	usiness Commur	nication				
Subject Code: 4CO04EMA1			Branch: B.Com				
Semes	ter: 4	Date: 02/11/201	8 Time:	10:30 to 01:30	Marks:70		
Instruc	ctions:						
		ogrammable calci	ulator & any other electro	onic instrument is p	orohibited.		
		_	n answer book are strictl	-			
			gures (if necessary) at rig	tht places.			
(4)	Assume su	uitable data if nee	eded.				
		ne following que	estions		14		
a)	_	nal is a kind of					
• \	a. visual sig		b. audio sign	c. body lang	uage		
b)		examples of audi		1 ' 41'			
a)		hands		c. whistling			
c)	The word communication means a. sharing room b. sharing dress c. sharing thoughts						
d)	Which of the followings comes under written communication?						
u)		gn/video sign	b. lectures/seminar		cular		
e)	_	e; pitch etc. invo					
		uage	b. gestures	c. haptics			
f)	Verbal con	nmunication is di	vided into which of the f	Collowing divisions	?		
	a. sign language/ body language b. visual signs/ audio signs c. oral/written						
g)			generally refers to				
• \	a. spoken f		b. written form	c. no use of v	words		
h)			has been derived from	F 1' 1	1		
:)	a. an Indian		b. a Latin word	c. an English	i word		
i)	a. Facial ex	t is a kind of	b. gestures	c noctures			
j)		•	C	c. postures	h of the		
J)	'We give below our order for the following items' can be a line in which of the following type of letters?						
	a. compla	• 1	b. enquiry letter	c. order lette	r		
k)			er was received in a dam				
/	which of the following type of letters?						
		int letter	b. enquiry letter	c. order lette	er		
l)	Which type	e of communicati	on has legal validity				

- b. sign language a. body language c. written communication m) Paralanguage denotes to
- c. pitch and volume a. the space & distance b. touch The terms downward, upward, horizontal, inward and outward etc. are related n) to _____ of communication. a. process b. direction c. classification

Attempt any four questions from Q-2 to Q-8



(14)

a) Compare and contrast between verbal & non-verbal communication.

7



	b)	Write the difference between oral and written communication.	7
Q- 3		Attempt all questions Discuss the various directions of communication. Explain the process of communication with diagram.	(14) 7 7
Q- 4	a) b)	Attempt all questions Elaborate how communication is done through signs and symbols. What is communication? Write the nature & scope of communication.	(14) 7 7
Q-5	a) b)	Attempt all questions Explain kinesics or body language. Discuss its various aspects. Make a comparative study of upward and downward communication	(14) 7 7
Q- 6		Attempt all questions Write the characteristics of written communication. State its advantages and disadvantages. Write a detailed note on verbal communication.	(14) 7
Q)- 7 a)	Attempt all questions You are the Dean of a large technical institute. To make your class rooms lecture delivery effective, write an enquiry letter about the newly launched LCD projector to P. S. Electronics Ltd., New Delhi.	(14) 7
	b)	Place an order in tabular form for Office-files, folders, and ball-pens (black, red) for your office purposes.	7
Q	ĺ	Attempt all questions Write a sales letter to your customer arousing interest for the sunglasses having latest light sensing technology.	(14) 7
	b)	Write a complain letter to Apex Mattresses Ltd , Jaipur for the reason that the delivered mattresses are badly soiled and faded and ask for an immediate replacement.	7

