

**Exam. Code : 107304**

**Subject Code: 2050**

**B.Com. (Prof.) Semester-IV**

**BCP-407 : WORKSHOP ON PERSONALITY  
DEVELOPMENT AND BUSINESS  
COMMUNICATION**

Time Allowed—3 Hours] [Maximum Marks—40

**SECTION-A**

**Note—** Attempt any **eight** questions in this Section. Each question carries **1** mark. Restrict your answer to **five** lines in length.

1. Briefly answer the following :
  - (a) Importance of Communication
  - (b) Web writing
  - (c) Role of feedback in Communication
  - (d) Unbiased Communication
  - (e) Minutes of a Meeting
  - (f) Grapevine
  - (g) Semantic Barrier
  - (h) Horizontal Communication
  - (i) Negative message

**SECTION-B**

**Note:—** Attempt any **two** questions in this Section. Each question carries **8** marks.

2. What is audience analysis ? How is it done ?
3. What principles should you follow in business communication while forming paragraphs ?
4. Why does business communication need to be ethical ? Highlight some ethical issues.
5. What are the potential barriers to effective communication ? How can these be overcome to make communication effective ?

**SECTION-C**

**Note:—** Attempt any **two** questions in this Section. Each question carries **8** marks.

6. How can you overcome your anxieties about giving an effective presentation ?
7. What are some qualities of effective teams ?
8. In sending a fax, what role does a cover sheet play ? Discuss the considerations in sending a fax.
9. What is a resume ? Discuss the different styles of resume.