

Sessional Test 2022
B.Com. 1st Semester
Business Communication

Time: 1 hour

Total marks: 30

1. Write whether the following sentences are true or false: 1x4=4

- (a) Ability to communicate effectively is closely linked to the ability to perform effectively.
- (b) An inquiry made at the buyer's own initiative is known as a solicited enquiry.
- (c) Group communication is possible through oral communication.
- (d) Listening is a passive activity in communication.

2. Answer *any three* the following: 2x3=6

- (a) Mention two limitations of downward communication.
- (b) State two advantages of formal communication.
- (c) The effectiveness of visual presentation.
- (d) What do you mean by minutes of a meeting.

3. Write short notes on *any two* of the following: 2x5=10

- (a) Barriers to communication.
- (b) Essentials of good letter writing.
- (c) Importance of non-verbal communication.
- (d) Meaning and definition of communication.

4. Answer *any one* of the following questions: 1x10=10

- (a) Discuss the characteristics of oral presentation.
- (b) Write a note on the advantages and disadvantages of non-verbal communication.
- (c) Write a note on vocabulary with a few examples of words often confused.
