

This question paper contains 2 printed pages]

Roll No.

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S. No. of Question Paper : 11780

Unique Paper Code : 2416000001

Name of the Paper : Business Communication

Type of the Paper : SEC Paper (UGCF Mode)

Semester : I/III/IV

Duration : 1 Hour

Maximum Marks : 30

(Write your Roll No. on the top immediately on receipt of this question paper.)

This question paper consists of 5 questions.

Attempt any three questions out of 5 questions.

All questions carry 10 marks each.

1. "Poor listening often leads to misunderstanding and conflict in organizations".
Examine the reasons for ineffective listening and suggest measures to improve listening skills. 10
2. Reports often suffer from lack of organisation. Discuss the factors that ensure effective report drafting. 10

P.T.O.



3. Written communication often reflects organization image. Assess this statement using suitable examples. 10
4. An organization communicates regularly with clients through emails. Explain how e-correspondence enhances business communication. 10
5. A formal presentation requires audience engagement. Examine techniques that improve oral presentation skills. 10