



KRISHNA INSTITUTE OF SCIENCE & COMMERCE
COLLEGE CODE - 384 (KISC)

B.Com (Part-I) 2021-22

Model Test Paper

Subject:-Business Communication

Time: 3 Hrs

Max. Marks : 75

Attempt all the five questions. One question from each Unit is compulsory.

Unit - I

1. Explain the need and importance of “Business Communication “.

Or

What do you understand by SWOT analysis ? Describe its method and importance. **[15 Marks]**

Unit - II

2. Explain formal & informal communication. Describe their merits and demerits .

Or

Describe the following :

[15 Marks]

- i. Types of listening
- ii. Skill to better listening
- iii. Suggestion to effective listening

Unit - III

3. What do you mean by Business Letter ? Explain its importance. Discuss the different categories of Business Letter.

Or

Write a Letter of order for some books published by Agrawal commerce classes, Raipur. **[15 Marks]**

Unit - IV

4. What do you mean by Report Writing ? Explain the importance of reporting and also explain the various types of reporting.

Or

[15 Marks]

Write short notes :

- i. Speech
- ii Oral Presentation
- iii. Sales presentation

Unit - V

5. “Modern communication system” has changed the world into a word village ? Discuss.

Or

What do you understand by Para-Language ? Discuss its advantage and Limitations. **[15 Marks]**