

F.Y.B.COM

ATKT

Jan. 2009

(A and F)

SAMBALPUR

Bus. Com

TIME : 2 hrs.

MARKS : 60

- N.B. : 1) Attempt all the questions.
2) All questions carry equal marks.
2) Figures to the right indicate full marks .

Q.1 Explain in detail the importance of communication in Business Organisation. 15

OR

Q.1 'Motivation' and 'Raising Morale' are the main objectives of Communication. Explain. 15

Q.2 What are the channels of communication? Explain in detail horizontal communication. 15

OR

Q.2 "Culture and language influence communication". Explain with reference to barriers to communication. 15

Q.3 Draft an application letter along with the C.V. for the post of an Executive, Finance. 15

OR

Q.3 Explain the parts and format of a Report and a Business Letter and state its differences. 15

Q.4 Write short notes on any three - 15

1. Critical listening
2. Fully - blocked style of letter - writing.
3. Telephone
4. Upward Communication.
5. Non-Verbal communication.