

VIVEKANAND COLLEGE, RAIPUR (CG)

INTERNAL ASSESSMENT 2019-20

MAXIMUM MARKS :75

BCOM I

BUSINESS COMMUNICATION

(ATTEMPT ALL THE FIVE QUESTIONS, ONE FROM EACH UNIT, ALL QUESTIONS CARRY EQUAL MARKS)

UNIT – I

Q.no 1 What do you understand by effective communication? Describe its principles.

OR

What do you mean by feedback? Explain its process and importance.

UNIT – II

Q.no 2 What is listening? Explain the objectives, importance and types of listening.

OR

Define the interview. Explain the characteristics and various kinds of interviews

UNIT – III

Q.no 3 What do you understand by writing skills? What are the steps of writing skills? Explain.

OR

What is good and bad news letters? Explain with examples.

UNIT – IV

Q.no 4 What do you mean by survey? Describe the process of conducting survey? Describe the process of conducting survey.

OR

What do you mean by report writing? What is the process of writing a report. Describe

## UNIT - V

Q.no 5 What do you mean by body language? Discuss its various aspects

OR

Write short notes on

- I. Para Language
- II. Video session
- III. Cellular Phones.