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Your Roll No.....

1657

B.Com. (Hons.)/I A

Paper VII (a)—BUSINESS COMMUNICATION

(Admission of 2004 and onwards)

Time : 2 Hours

Maximum Marks : 50

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

Note :— The maximum marks printed on the question paper are applicable for the candidates registered with the School of Open Learning for the B.A. (Hons.)/B.Com. (Hons.). These marks will, however, be scaled down proportionately in respect of the students of regular colleges, at the time of posting of awards for compilation of result.

(Write your answer in English only)

All questions are compulsory.

1. Write short notes of 50-60 words each on any *five* of the following : 5×3=15

(i) Role of listening in communication

P.T.O. —

- (ii) Teleconferencing.
- (iii) Lateral communication
- (iv) MLA style format of Bibliography entry
- (v) Jargons
- (vi) Body language
- (vii) Ombudsperson.

2. Answer the following in about 200 words each : $2 \times 6 = 12$

- (A) (i) What are the barriers to communication ? Discuss the guidelines for overcoming these barriers.

Or

- (ii) Discuss the importance of non-verbal communication.

- (B) (i) A college library intends to buy computers to provide e-library facility to its members. Draft the college principal's letter asking Golden computers for their catalogue and price-list.

Or

- (ii) Draft a memo to the staff of NDMC office on how to adhere to time-frame for execution of their work.

3. (A) (i) Describe the main contents of minutes of a meeting.

Or

- (ii) Clarity and precision is the essence of writing any business letter. Explain. 6

- (B) (i) Write a letter of complaint to your supplier telling him about the low quality of products supplied by him.

Or

- (ii) On behalf of XYZ bank manager, write a letter to Mr. John informing him about a housing loan that has been sanctioned by your bank. 6

4. Make a precis of the following and suggest a suitable title :

3+8=11

Acknowledging that the management of human resources is a key input for organizational competitiveness and business success, companies in general have taken various measures for competency development of people at all levels to meet its

present and future needs. Ongoing initiatives to develop and groom internal leaders and talent will gain more thrust in the times to come. Several steps have been taken during the last few years to empower our human resources by enabling them with appropriate systems, policies and processes. Various procedures and policies have been revised to enable the employees to work better and smartly.

Besides nurturing human resources, companies have also shown keen interest in ensuring good governance. Companies have shown unwavering commitment to conduct its business with a sense of values and ethics. While prioritizing good governance, companies have gone beyond adherence of statutory frameworks to bring in greater transparency, accountability and equity in all facets of their operations. They have endeavoured to adopt innovative approaches for open, transparent and merit based management to ensure fairness in their transactions and business dealings.