

18/12/23



DOON UNIVERSITY, DEHRADUN
End Semester Examination (First Semester) December, 2023
Academic Year 2023
School of Management
Programme Name – BCom (H)
Course Code with Title – COS 101 Business Communication

Time Allowed 2..00 Hours

Maximum Marks: 50

SECTION: A

(Very Short Answer Type Questions)

Attempt all questions. Each question is for three marks

Write Short notes on

- 1) Formal Communication Networks
- 2) Advantages of Horizontal Communication
- 3) Importance of two way Communication
- 4) Effective Communication

SECTION: B

(Short Answer Type Questions)

Attempt any three questions. Each question is for eight marks

Q1 Discuss the process of Communication in details

Q2 Discuss different elements of Non Verbal Communication.

Q3 What is the importance of Communication in Organisation?

Q4 Why is cross-cultural communication important? What are guidelines for cross cultural communication? What are barriers to cross cultural communication? Give some examples of cross cultural miscommunication.

SECTION: C

(Long Answer Type Questions)

Attempt any two question. One question is of 7 marks

Q1 Write a notice for meeting. Make assumptions as per requirement

Q2 Write a letter requesting for quotation for purchasing 30 laptops.

Q3 Write an email requesting for submission of report by your subordinates by a deadline date.