

END SEMESTER EXAMINATION, DECEMBER - 2024

B. Com. (Hons.) Semester - I

Course Name: English

Course Code: BCM106

Time allotted: 03 Hours

Max. Marks: 100

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All.

(2x10 = 20 Marks)

Do as directed type questions.

- Rewrite the sentence in past perfect continuous tense:
"She was working hard all day." CO1
- Write the antonyms of given words:
1. Stable 2. Wicked CO1
- Break and count syllable in below given words:
1. Involvement 2. Continuous CO2
- Change the sentence into indirect speech:
"The teacher said, 'The exam will be next week.'" CO2
- Write the synonyms of given words:
1. Victory 2. Tragic CO2
- Convert the following sentence into the passive voice:
"Someone should water the plants every day." CO2
- What is Primary Stress? CO1
- Choose appropriate preposition.
We were surprised _____ the sudden change in weather. (to/at/by) CO2
- Define Critical listening. Give example. CO1
- What is extempore? CO1

Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.

(4x5 = 20 Marks)

- How does active listening contribute to the effectiveness of the listening process? Evaluate the impact of active listening on communication. CO3
- Examine the role of cultural differences as potential barriers to effective listening. Provide strategies to mitigate these challenges. CO3
- Analyze how does the emotional state of a listener affect active listening? CO3
- Examine the characteristics of active listening. How can individuals develop and practice active listening skills? CO3
- Examine applications of reading skills in the life of a professional. CO4
- Examine how skimming and scanning contribute to time management in academic and professional reading. CO4
- Examine the importance of reading in personal and professional development. How does it contribute to lifelong learning? CO4

Q.3 STRUCTURED QUESTIONS – Attempt any Three.

(3x10 = 30 Marks)

- Analyze the importance of effective speaking skills in professional communication. How can strong speaking skills enhance career prospects? CO4
- Evaluate the impact of different principles of writing in professional documents. Provide examples to support your evaluation. CO4
- Evaluate the role of intonation in shaping the meaning of the spoken statements. CO5
- Analyze the process of reading, breaking down its stages and explaining the significance of each stage. CO5

Q.4 Case Analysis/ Situation Based QUESTIONS – Attempt any Two.

(2x15 = 30 Marks)

- Evaluate the impact of strong writing skills on career advancement. Provide examples of professions where writing plays a pivotal role. CO5
- You are applying for a position in a company of your choice. Write a formal letter to the hiring manager expressing your interest in the job, highlighting your qualifications, and explaining how your skills and experience make you a suitable candidate for the position. CO6
- Depict a bustling city street in the evening, capturing the energy and diversity of the surroundings. CO6

Enrol. No.

S R H U

Regn. No.

D D

END SEMESTER EXAMINATION, DECEMBER - 2024**B. Com. (Hons.) Semester - I****Course Name: Micro Economics****Course Code: BCM105****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1		VERY SHORT ANSWER QUESTIONS – Attempt All.	(2x10 = 20 Marks)
a.		How do you conceptualize the Ceteris paribus?	(CO1)
b.		What do you understand by Factor Pricing?	(CO1)
c.		In the field of economics, what does the term "law of demand" entail, and how does it shape market dynamics?	(CO1)
d.		What do you understand by Monopolistic competition?	(CO1)
e.		Could you elucidate the meaning of an isoquant and its implications for understanding the input-output relationship in production processes?	(CO1)
f.		What do you understand by Break-even point?	(CO1)
g.		How would you categorize the various approaches of economic analysis that analysts use?	(CO1)
h.		What do you understand by Oligopoly?	(CO1)
i.		Could you elaborate on the meaning of production and its significance in the broader context of economic activities?	(CO1)
j.		Discuss types of input required for production system.	(CO1)
Q.2		SHORT ANSWER QUESTIONS – Attempt any Five.	(4x5 = 20 Marks)
a.		Could you break down the diverse types of economic questions and offer insights into each category?	(CO2)
b.		Can you elaborate on situations where the law of demand does not hold true and explain the exceptions in detail?	(CO2)
c.		Provide a brief overview of a supply schedule and curve, outlining their fundamental features in economic contexts.	(CO2)
d.		Discuss the idea of a movement in the supply curve and its implications, particularly in the context of changes in market conditions.	(CO2)
e.		Discuss the concept of the Law of Diminishing Marginal Product and its applications in production processes in a brief note.	(CO2)
f.		Discuss the idea of an indifference curve, outlining its meaning and importance in depicting consumer choices and preferences.	(CO2)
g.		Discuss the features of a perfectly competitive market, highlighting the key aspects that differentiate it from other market structures.	(CO2)
Q.3		STRUCTURED QUESTIONS – Attempt any Three.	(3x10 = 30 Marks)
a.		Analyze the concept of a production function, focusing on its fundamental components and their interrelationships.	(CO3)
b.		Discuss in detail the three stages of production, examining the specific attributes and transitions that occur as inputs are transformed into outputs.	(CO3)
c.		Can you explain the distinction between economies of scale and diseconomies of scale, focusing on their respective characteristics and effects on production?	(CO4)
d.		What are the defining features of monopolistic competition, and could you provide an overview of how these features shape the behavior of firms in such a market?	(CO4)

P.T.O./-

Q.4 Case Analysis/ Situation Based QUESTIONS – Attempt any Two. (2x15 = 30 Marks)		
a.	What is demand forecasting, and how can a company effectively predict future demand? Explore the concept of demand forecasting, outlining the key techniques in detail that firms commonly employ to estimate future customer demand. Consider factors such as historical data analysis, market research, and the use of statistical models. Provide insights into how businesses can leverage these techniques to make informed decisions about production, inventory, and overall strategic planning in response to anticipated changes in demand for their products or services.	(CO5)
b.	Imagine you are a manager overseeing a production line in a factory that produces a popular consumer product. Due to increased demand, you decide to hire additional workers and invest in more equipment. Analyze the situation by exploring the concepts of marginal, total, and average product. Discuss how the hiring of new workers and the acquisition of additional equipment might influence the marginal productivity of labor and capital. Consider the implications of these changes on the total and average product. Furthermore, discuss the potential challenges and opportunities the management might face in optimizing production efficiency while considering these productivity measures.	(CO5)
c.	Imagine you are a farm manager overseeing the cultivation of a specific crop. Due to a recent increase in demand, you decide to allocate more variable inputs such as labor and fertilizer to a particular field. Explore the application of the Law of Variable Proportion in this scenario. Analyze how the varying combinations of inputs, specifically labor and fertilizer, might affect the total output of the crop. Discuss the potential implications of operating under the Law of Variable Proportion, considering stages of increasing, decreasing, and constant returns. Furthermore, evaluate the managerial decisions you would make to optimize production efficiency and output while taking into account the principles outlined by the Law of Variable Proportion.	(CO5)

Enrol. No. S R H U

02/01/2025

Regn. No. D D

END SEMESTER EXAMINATION, DECEMBER - 2024**B. Com. (Hons.) Semester - I****Course Name: Management Concepts
and Organization Behaviour****Course Code: BCM104****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1	VERY SHORT ANSWER QUESTIONS – Attempt All.	(2x10 = 20 Marks)
a.	Define Management By Objective (MBO).	(CO1)
b.	Describe the importance of Management.	(CO1)
c.	How will you classify the levels of management? Briefly describe the required skills at different levels.	(CO1)
d.	What is the difference between authority and power?	(CO1)
e.	Define organizational behaviour. What is its scope?	(CO1)
f.	Define the term span of control.	(CO1)
g.	What are the five categories of motivational needs described by Maslow?	(CO1)
h.	What is personality? What are its major determinants?	(CO1)
i.	What are the two main types of control?	(CO1)
j.	Write short note on i. Halo effect ii. Stereotype	(CO1)
Q.2	SHORT ANSWER QUESTIONS – Attempt any Five.	(4x5 = 20 Marks)
a.	Briefly describe the general principles of management as laid down by Henri Fayol.	(CO2)
b.	What is the underlying assumption of expectancy theory? How does this pose a challenge for the leader?	(CO2)
c.	Explain SWOT and its purpose in organization.	(CO2)
d.	The supportive and collegial models of OB are especially appropriate for use in the more affluent nations. Do you agree or disagree? Discuss.	(CO2)
e.	How does Johari Window help communication?	(CO1)
f.	Define communication? Describe its importance.	(CO1)
g.	Differentiate between leaders and managers.	(CO2)
Q.3	STRUCTURED QUESTIONS – Attempt any Three.	(3x10 = 30 Marks)
a.	Explain managerial (leadership) grid and derivation of the five major styles. Define and describe each of these styles.	(CO3)
b.	What do you understand by the process of planning? What are the main stages in the process of rational planning?	(CO3)
c.	Explain what happens in each of the five stages of group's development. When does group address interpersonal issues? Task issues? Authority issues?	(CO4)
d.	Define perception. Explain the perceptual process.	(CO2)

P.T.O./-

Q.4	Case Analysis/ Situation Based QUESTIONS – Attempt any Two.	(2x15 = 30 Marks)
	a. Hina and Harish are typists in a company having the same educational qualifications. Hina gets Rs.3,000 per month and Harish gets Rs.4,000 per month as salaries for the same working hours. Which principle of management is being violated in this case? Name and explain the principle.	(CO5)
	b. Rajveer works as a plant superintendent in a carpet making factory. In order to complete the export orders on time, the production manager asks him to make the workers work over time whereas the finance manager is strictly against this practice because it will increase the cost of production. Moreover, Rajveer feels that since the company is manufacturing handmade carpets as well as machine made carpets there is a lot of overlapping of activities. Therefore, there should be two separate divisions for both of them wherein each division should have its own in charge, plans and execution resources. In context of the above case: a. Identify and explain the principle of management which is being violated. b. Also identify the principle of management that Rajveer feels should be implemented in the factory	(CO6)
	c. Messers Raghuram & Co Ltd. Is engaged in the manufacture of silk sarees at Kancheepuram. It employs five thousand employees, including expert artisans who are paid regular salaries as well as production based rewards. Regular employees are needed for continuity in marketing. Payments are regularly made. The existing pattern of salary and the behaviour of employees are satisfactory. A new designer from Varanasi was hired who revolutionalised production by introducing new and prospective designs. The employees are unhappy, however, and complain that he is rude and arrogant. Employees are not treated properly by him. The designer has a production-oriented attitude. Personal relations have gone to dogs. Messers Raghuram & Co. Ltd., however, has benefitted from the new designer, as it has started exporting sarees and the profits have increased two fold. Questions: 1. What is the leadership style of the new designer? 2. Discuss the role of the charismatic leadership model in the above organization?	(CO6)

END SEMESTER EXAMINATION, DECEMBER - 2024

(30 DEC 2024) B. Com. (Hons.) Semester - I

Course Name: Financial Accounting

Course Code: BCM103

Time allotted: 03 Hours

Max. Marks: 100

Note: Read all the instructions carefully.

Q.1		VERY SHORT ANSWER QUESTIONS – Attempt All.	(2x10 = 20 Marks)																		
	a.	Who are the users of financial accounting?	1,2																		
	b.	What do you mean by separate entity system?	1,2																		
	c.	What is the source of primary entry?	1,2																		
	d.	What is the consistency assumption?	1,2																		
	e.	What is the accounting standard?	1,2																		
	f.	What do you mean by provision for doubtful debts?	1,2																		
	g.	What do you mean by journalizing?	1,2																		
	h.	What do you mean by trial balance?	1,2																		
	i.	What do you mean by suspense account?	1,2																		
	j.	What is the accounting equation?	1,2																		
Q.2		SHORT ANSWER QUESTIONS – Attempt any Five.	(4x5 = 20 Marks)																		
	a.	Differentiate between profit making entities and nonprofit making organization.	1,2																		
	b.	Explain the meaning of the accrual concept with an example.	1,2																		
	c.	What is the purpose of preparing the bank reconciliation statement?	1,2																		
	d.	Explain the causes of charging the depreciation?	1,2																		
	e.	What is the difference between computer accounting and manual accounting?	1,2																		
	f.	Record the following transaction in the cash book: <table><tr><td>January 1</td><td>Opening cash balance</td><td>Rs.2000</td></tr><tr><td>January 4</td><td>Paid wages</td><td>200</td></tr><tr><td>January 6</td><td>Outstanding salaries</td><td>Rs.100</td></tr><tr><td>January 15</td><td>Cash purchases</td><td>Rs.700</td></tr><tr><td>January 25</td><td>Cash sale</td><td>Rs.400</td></tr><tr><td>January 31</td><td>Interest on capital</td><td>Rs.20</td></tr></table>	January 1	Opening cash balance	Rs.2000	January 4	Paid wages	200	January 6	Outstanding salaries	Rs.100	January 15	Cash purchases	Rs.700	January 25	Cash sale	Rs.400	January 31	Interest on capital	Rs.20	3
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January 31	Interest on capital	Rs.20																			
	g.	What are the reasons for the difference between bank balances as per pass book and cash book?																			

(3x10 = 30 Marks)

Q.3		STRUCTURED QUESTIONS – Attempt any Three.		(3x10 = 30 Marks)																																								
	a.	Define the bank reconciliation statement. Why is it necessary to prepare such a statement?		2																																								
	b.	Pass the rectifying entries for the followings: I- Rs.7500 written off as depreciation on plant and machinery account has not been debited to depreciation account. II- A discount of Rs.4500 allowed to Natraj and Sons has been credited to them as Rs.5400. III- The total sales return book has been undercast by Rs.1000. IV- Rs.3000 spent on erection of the factory plant was charged to repair account. V- Sales of car recorded as sales Rs.70000		3																																								
	c.	From the following particulars prepare a bank reconciliation statement as on 31 st March, 2015. i. Balance as per cash book as on 31 st March, 2015 Rs.12000 ii. Out of the total cheques amounting To Rs.5000 deposited, cheques aggregating Rs.30000 were in cashed in march 2015 and balance checks were credited in April, 2015 iii. Cheques issued Rs.10000 but not yet presented for payments Rs.7000. iv. Bank has debited Rs.100 as bank charges and credited Rs.200 as interest.		3																																								
	d.	Prepare the trail balance from the following balances: <table><tr><td>Capital</td><td>10000</td><td>Bad debts recovered</td><td>700</td></tr><tr><td>Cash</td><td>1500</td><td>Debtors</td><td>5000</td></tr><tr><td>bank overdraft</td><td>2000</td><td>Creditors</td><td>2000</td></tr><tr><td>purchase</td><td>12000</td><td>Commission received</td><td>500</td></tr><tr><td>Sales</td><td>15000</td><td>Investments</td><td>4000</td></tr><tr><td>Purchase return</td><td>2000</td><td>Opening stock</td><td>3000</td></tr><tr><td>sales return</td><td>1000</td><td>Drawings</td><td>1400</td></tr><tr><td>General expenses</td><td>2200</td><td>Furniture</td><td>600</td></tr><tr><td>Tax and insurance</td><td>500</td><td>B/R</td><td>3000</td></tr><tr><td>Bad debts</td><td>500</td><td>B/P</td><td>2500</td></tr></table>	Capital	10000	Bad debts recovered	700	Cash	1500	Debtors	5000	bank overdraft	2000	Creditors	2000	purchase	12000	Commission received	500	Sales	15000	Investments	4000	Purchase return	2000	Opening stock	3000	sales return	1000	Drawings	1400	General expenses	2200	Furniture	600	Tax and insurance	500	B/R	3000	Bad debts	500	B/P	2500		4
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Q.4 Case Analysis/ Situation Based QUESTIONS – Attempt any Two. (2x15 = 30 Marks)

- a. From the following trial balance extracted from the books of J.N.S., prepare a trading account, profit and loss account for the year ended 31st March, 2012 and a balance sheet as on that date

5,6

Particulars	Debit (Rs.)	Credit (Rs.)
Capital		20000
Drawing	1700	
Plant and machinery	12000	
Land and building	2600	
Bad debts recovered	3600	4400
Debtors & Creditors	3600	2600
Purchase and Sale	2000	4200
wages	800	
Cash at bank	2600	
Salaries	800	
Repairs	190	
Stock	1600	
rent	450	
Manufacturing expenses	150	
Bills payable		2350
Bad debts	500	
Salaries	4400	
carriage	160	
Total	33550	33550

You are required to prepare the final accounts for the year ending 31st march, 2012 taking into account the following adjustment:

- Closing stock on 31st March, 2012 was valued at Rs.1600.
- Depreciation on plant & Machinery 10%, land and building 15%.
- Allow interest on capital at 5% P.A.
- Rs.150 is outstanding for wages.
- Prepaid rent Rs.50.
- Further bad debts Rs.100 and Create 5% provision for doubtful debts.

	b. Rohan Limited purchased on 1st January, 2001 a plant for Rs.160000. On 1st April, 2002, it purchased an additional plant costing Rs.96000. On 1st September, 2003 the plant purchased on 1st January, 2001 was sold off for Rs.84000 and on the same date fresh plant was purchased at the cost of Rs.150000. Depreciation is provided at 10% per annum on the Diminishing balance Method every year. Account is closed each year on 31st December. Show the plant account from 2001 to 2003.	4,5																																				
	c. From the following transaction relating to Mr. Hari Kumar, show the effect by using accounting equations: <table border="1" data-bbox="617 784 1595 1803"> <tr> <td>1</td><td>Hari Started business with cash</td><td>50000</td></tr> <tr> <td>2</td><td>Purchase goods from Ram</td><td>1000</td></tr> <tr> <td>3</td><td>Withdrew for private use</td><td>700</td></tr> <tr> <td>4</td><td>Received interest</td><td>100</td></tr> <tr> <td>5</td><td>Paid to creditors</td><td>400</td></tr> <tr> <td>6</td><td>Purchase goods</td><td>4000</td></tr> <tr> <td>7</td><td>Purchase furniture for cash</td><td>500</td></tr> <tr> <td>8</td><td>Paid salaries</td><td>200</td></tr> <tr> <td>9</td><td>Sold goods on credit (cost Rs.500)</td><td>700</td></tr> <tr> <td>10</td><td>Interest on capital</td><td>500</td></tr> <tr> <td>11</td><td>Interest on drawing</td><td>500</td></tr> <tr> <td>12</td><td>Good destroy by fire</td><td>1000</td></tr> </table>	1	Hari Started business with cash	50000	2	Purchase goods from Ram	1000	3	Withdrew for private use	700	4	Received interest	100	5	Paid to creditors	400	6	Purchase goods	4000	7	Purchase furniture for cash	500	8	Paid salaries	200	9	Sold goods on credit (cost Rs.500)	700	10	Interest on capital	500	11	Interest on drawing	500	12	Good destroy by fire	1000	3
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11	Interest on drawing	500																																				
12	Good destroy by fire	1000																																				

END SEMESTER EXAMINATION, DECEMBER - 2024

B. Com. (Hons.) Semester - I

Course Name: Business Statistics

Course Code: BCM102

Time allotted: 03 Hours

Max. Marks: 100

Note: Read all the instructions carefully.

Note: Read all the instructions carefully.

Q.1		VERY SHORT ANSWER QUESTIONS – Attempt All.					(2x10 = 20 Marks)	
	a.	Could you provide a definition for the term statistics?					(CO 1)	
	b.	What is the definition of inferential statistics?					(CO 1)	
	c.	Define Mean.					(CO 1)	
	d.	In your own words, what does the term “Quartile Deviation” mean?					(CO 1)	
	e.	How would you explain the concept of Mean Deviation?					(CO 1)	
	f.	Could you provide a description of Coefficient of Range?					(CO 1)	
	g.	What is the definition of Coefficient of Mean Deviation?					(CO 1)	
	h.	Define Chronological Classification.					(CO 1)	
	i.	In your own words, what does the term “Geographical Classification” mean?					(CO 1)	
	j.	In what ways are primary and secondary data distinct from each other?					(CO 1)	
Q.2		SHORT ANSWER QUESTIONS – Attempt any Five.					(4x5 = 20 Marks)	
	a.	Can you provide a brief overview of the significance of statistics in various fields?					(CO 2)	
	b.	In a concise statement, discuss the limitations of statistics, noting instances where its application may have drawbacks or face challenges.					(CO 2)	
	c.	How do you calculate the mode for a continuous series?					(CO 2)	
	d.	Prepare a frequency table of the following ages (in years) of 30 students of class VIII in your school: 13, 14, 13, 12, 14, 13, 14, 15, 13, 14, 13, 14, 16, 12, 14, 13, 14, 15, 16, 13, 14, 13, 12, 17, 13, 12, 13, 13, 14					(CO 2)	
	e.	Construct a histogram for the following frequency distribution.					(CO 2)	
		Class interval	5–12	13–20	21–28	29–36	37–44	45–52
		Frequency	6	15	24	18	4	9
	f.	Calculate price index number for 2016 of following data by weighted aggregative method using (a) Laspeyre's method, (b) Paasche's method, (c) Fisher's method.					(CO 2)	
		Commodity	Price (2012)	Quantity (2012)	Price (2016)	Quantity (2016)		
		A	4	20	6	10		
		B	3	15	5	23		
		C	2	25	3	15		
		D	5	10	4	15		
	g.	If the combined mean of the two group is 40/3 and if the mean of one group with 10 observations is 15, then find out the mean of the other group with 8 observations.					(CO 2)	

P.T.O./-

Q.3		STRUCTURED QUESTIONS – Attempt any Three.							(3x10 = 30 Marks)																			
a.		Tabulate the given information. • In 2016, out of a total of 1250 applicants in a college, 775 were from commerce background. The number of girls was 125, out of which 70 were from science stream. • In 2017, the total number of applicants for commerce stream was 1390 of which 825 were boys. The number of students from science stream was 270, among which 110 were girls.							(CO 3)																			
b.		From the following data, calculate coefficient correlation between the variables X and Y using Karl Pearson's method: <table><tr><td>X</td><td>10</td><td>6</td><td>9</td><td>10</td><td>12</td><td>13</td><td>11</td><td>9</td></tr><tr><td>Y</td><td>9</td><td>4</td><td>6</td><td>9</td><td>11</td><td>13</td><td>8</td><td>4</td></tr></table>							X	10	6	9	10	12	13	11	9	Y	9	4	6	9	11	13	8	4	(CO 3)	
X	10	6	9	10	12	13	11	9																				
Y	9	4	6	9	11	13	8	4																				
c.		2011, out of 3000 union workers, 2500 were females. The number of non-union workers was 700, of which, 250 were men. In 2013, out of total 6,000 workers 4,4000 were members of union. The number of male workers was 1,650, out of which 500 did not belong to any union. Tabulate the given information.							(CO 3)																			
d.		Calculate quartile deviation for the following dataset: <table><tr><td>Class</td><td>10-20</td><td>20-30</td><td>30-40</td><td>40-50</td><td>50-60</td></tr><tr><td>frequency</td><td>6</td><td>12</td><td>18</td><td>14</td><td>10</td></tr></table>							Class	10-20	20-30	30-40	40-50	50-60	frequency	6	12	18	14	10	(CO 4)							
Class	10-20	20-30	30-40	40-50	50-60																							
frequency	6	12	18	14	10																							
Q.4		Case Analysis/ Situation Based QUESTIONS – Attempt any Two.							(2x15 = 30 Marks)																			
a.		Out of total number of 750 people, who applied for job in Reliance Industries, 150 are females. Out of total applicants, 420 are graduates and other are post graduate. The number of male applicants who are post graduate are 250. Tabulate the given information.							(CO 5)																			
b.		Calculate the mean deviation about the mean for the following frequency distribution: <table><tr><td>Class interval:</td><td>0–4</td><td>4–8</td><td>8–12</td><td>12–16</td><td>16–20</td></tr><tr><td>Frequency</td><td>4</td><td>6</td><td>8</td><td>5</td><td>2</td></tr></table>							Class interval:	0–4	4–8	8–12	12–16	16–20	Frequency	4	6	8	5	2	(CO 5)							
Class interval:	0–4	4–8	8–12	12–16	16–20																							
Frequency	4	6	8	5	2																							
c.		Following are the runs scored by two batsmen in 5 cricket matches. Who is more consistent in scoring runs? <table><tr><td>Batsman A</td><td>38</td><td>47</td><td>34</td><td>18</td><td>33</td></tr><tr><td>Batsman B</td><td>37</td><td>35</td><td>41</td><td>27</td><td>35</td></tr></table>							Batsman A	38	47	34	18	33	Batsman B	37	35	41	27	35	(CO 5)							
Batsman A	38	47	34	18	33																							
Batsman B	37	35	41	27	35																							

END SEMESTER EXAMINATION, DECEMBER - 2024

B. Com. (Hons.) Semester - I

Course Name: Business Communication

Course Code: BCM101

Time allotted: 03 Hours

Max. Marks: 100

Note: Read all the instructions carefully.

Q.1	VERY SHORT ANSWER QUESTIONS – Attempt All.		(2x10 = 20 Marks)
	a.	Define Business communication.	CO1
	b.	Mention any two benefits of good listening skills.	CO1
	c.	Define Grapevine.	CO1
	d.	Mention any two benefits of informal Communication.	CO1
	e.	Mention two qualities of a good manager.	CO1
	f.	Enlist two important points to keep in mind while writing emails.	CO1
	g.	Differentiate between formal and informal communication.	CO1
	h.	Write any two features of vertical Communication.	CO1
	i.	Give an example where WhatsApp can be used as a channel of communication.	CO1
	j.	Mention any two points to keep in mind while writing an email	CO1
Q.2	SHORT ANSWER QUESTIONS – Attempt any Five.		(4x5 = 20 Marks)
	a.	Define Communication and mention it's importance in the organization.	CO2
	b.	What is the meaning of encoding and decoding in the communication process?	CO1
	c.	Differentiate between external and internal communication with the help of examples.	CO2
	d.	Discuss different types of Communication in an organization with suitable examples.	CO2
	e.	Discuss the different ways in which listening skills be improved.	CO2
	f.	"Selection of the right words is a prerequisite for effective communication." Explain.	CO2
	g.	Explain the role of following in a meeting a) Chairperson b) Secretary and c) Participants	CO2
Q.3	STRUCTURED QUESTIONS – Attempt any Three.		(3x10 = 30 Marks)
	a.	What are barriers in the communication process and how do they hinder communication? Explain with the help of examples. Also explain how these barriers can be overcome	CO3
	b.	Explain the different steps in designing and delivering presentations for business purposes.	CO3
	c.	Discuss basic communication issues which should be kept in mind while writing e-mails	CO3
	d.	Explain 7 c's of effective communication with suitable examples .	CO2
Q.4	Case Analysis/ Situation Based QUESTIONS – Attempt any Two.		(2x15 = 30 Marks)
	a.	You are a construction engineer and had ordered for some tiles from Somani Ceramics. You have received the wrong tiles because of which construction work of your project has been delayed. Write an email to Somani Ceramics complaining about the whole situation.	CO4 & 5
	b.	Write a notice appealing to the employees and students to participate in the Diwali Mela to be organized by Swami Rama Himalayan University.	CO4
	c.	You are the customer service manager. Write an email asking for feedback from a customer who stayed at your hotel.	CO5
