

**GE 2.1 Chg : E-Commerce & Business Communication (50+50) [Marks: 100]****Module – II : Business Communication (40 Marks)**

**Unit – 1 : Introduction (8 Marks) :** Two 4 marks questions will come: Following are the 4 Marks Questions:

1. What is meant by communication? When a communication is called a business communication? 2018(Sem), [2+2] Or, Why do we communicate? 2015(H), Or, Explain any two objectives of communication. 2017(H), Or, State the significance of business communication / communication in a business organization. 2006, 2011(O), 2012(S), Or, Discuss the relevance of communication in modern business. 2014(H),
2. Discuss the different elements of communication. 2017(H), Or, What is Business Communication? Explain all the elements of Business Communication. 2009,
3. Discuss the "Communication Process". 2017(G), Or, State / (Write a note on) the different elements in a communication process. 2012(S), 2015(G), Or, What do you mean by 'Process of Communication'? 2005,
4. State the essential principles of effective communication. 2018(Part -I), Or, State four basic principles of effective communication. 2016(H),
5. Discuss the means or tools of increase in Business Productivity through communication (process). 2005, 2009,
6. State the importance of feed-back in the communication process. 2007, 2008, Or, "Feedback is the essence of communication"- Explain / Justify the statement. 2014(G), 2017(G),
7. Discuss the essentials or requisites or principles of good or effective communication system. 2005, 2009, 2011(N), 2011(S), 2013(S), 2013(H), 2013(G),
8. Discuss the barriers to communication from different viewpoints. 2018(Sem), Or, Write short note on barriers of communication. 2017(H), 2017(G), Or, "Barriers of communication reduce its effectiveness" – Explain. 2008,
9. What are / State the (different type of) barriers (that disrupts the) of communication (process)? 2006, 2010, 2011(N), 2013(S), 2015(G),
10. State the inter-personal barriers of communication. 2013(G),
11. Suggest measures to overcome barriers to communication. 2016(H), Or, What are the remedial measures used to manage barriers to communication? 2012, Or, What steps can be taken to overcome the barriers to the communication. 2006,
12. Distinguish between inter-group and intra-group conflict. 2014(G),
13. Write in brief how conflicts can be resolved. 2010, Or, What measure can be taken for resolving a conflict? 2011(S),
14. What role does communication play in resolving conflicts? 2018(Sem), Or, Discuss the role of communication in conflict resolution. 2012, 2014(H), 2015(H),

**Question Pattern** (based on B. Com. Semester – I Examination, 2018)

Chapters	Topic wise Distribution of Marks	Marks	Category of Marks			Total Marks
			Group - A (4 marks)	Group - B (8 marks)	Group - C (10 marks)	
Unit - 1	Introduction	8	1 and 2			8
Unit - 2	Types of Communication	6		3		6
Unit - 3	Tools of Communication	6		4		6
Unit - 4	Drafting	20			5 and 6	20
Total No. of Questions to be answered			2	2	2	<b>40</b>
Total No. of Questions to be provided			3	3	3	