



Chhatrapati Shahu Ji Maharaj
University, Kanpur

Answer Script Details
Barcode 8022496

Roll No. 23072000247
Total Mark 60/75.00

Exam BACHELOR OF COMMERCE_DEC-2023
Subject C010103T - BUSINESS COMMUNICATION

Question wise Mark Summary

Q.No Mark Q.No Mark Q.No Mark Q.No Mark

1A 4/5

1B 3/5

1C 4/5

1D 4/5

1E 4/5

1F 3/5

1G 4/5

1H 4/5

1I 4/5

2 NA/15

3 13/15

4 NA/15

5 NA/15

6 13/15

7 NA/15

8 NA/15

9 NA/15

Chhatrapati Shahu Ji Maharaj University Kanpur, Uttar Pradesh

PART-I

Date of Exam: 01/02/24 Seat: 800810-20 Room No. 2
 Paper Code: C010103T Subject: B. Comm. Year: 1st sem
 Name of Candidate: Abnati Dubey

Roll No. 23072000247

Signature of Candidate: *Abnati*
 Signature of Invigilator: *[Signature]*
 COE Facsimile: *[Signature]*

PART-II

MARKS OBTAINED										
Q.	1	2	3	4	5	6	7	8	9	10
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(i)										
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Total										
Total Marks in Figures								Max. Marks		
Total Marks in Words										

C010103T

Paper Code

Signature of Evaluator

PART-III

Course: Bcom
 Session: 2023-24 Year/Semester: 1st sem
 Subject Name: Business Communication
 Medium: English Hindi
 Paper Code: C010103T
 Exam Date: 01/02/2024
 Name of Candidate: ARRATI DUBEY
 Father's Name: GIRJESH DUBEY

कॉलेज कोड का कोड
College Code

E W O 2

A	A	0	0
B	1	1	1
F	2	2	2
H	3	3	3
K	4	4	4
L	5	5	5
R	6	6	6
S	7	7	7
U	8	8	8
U	9	9	9

परीक्षा केंद्र का कोड
Exam Centre Code

E W O 2

A	A	0	0
B	1	1	1
F	2	2	2
H	3	3	3
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L	5	5	5
R	6	6	6
S	7	7	7
U	8	8	8
U	9	9	9

प्रश्न का प्रकार
Type of Exam

Regular
 Ex-Student
 Private
 Back Paper Exam

ANSWER BOOKLET NO.

8022496

C010103T

Paper Code

PART-IV

Enrollment Number: C S J M A 2 3 0 0 0 1 3 1 4 7 7
 Candidate's Roll Number: 23072000247
 Paper Code: C010103T

2	3	0	7	2	0	0	0	2	4	7
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U	9	9	9	9	9	9	

Abnati

Signature of Candidate

[Signature]

Signature of Invigilator

वरिष्ठ केन्द्राध्यक्ष
जम्ना कलेज कॉलेज (इटावा)

C.S. Facsimile

[Signature]

COE Facsimile

नोट - 1. परीक्षार्थी को निर्दिष्ट किया जाता है कि उत्तरपत्र पढ़ने से पूर्व भाग पर उचित सभी निर्देशों को सावधानीपूर्वक पढ़ें।
 2. खोसों में भरी जाने वाली प्रतियुक्त सभी तरफ से शुरू की जायें। 3. खोसों को काले या नीले बॉलपेन से भरा जायें।

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-I

1. Read the instructions carefully given on the answer script and admit card.
2. Write Date of Exam, Shift, Paper Code & Name of Subject Correctly.
3. Write Name & Roll No. Correctly.
4. Write Semester & Branch Correctly.

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-III

1. Use blue or black ball point pen for writing alphabets & numerals in boxes.
2. Carefully study the example before you start marking.
3. As shown in the example below, blacken the circles completely.



4. Make no Stray marks on this sheet.

5. DO NOT WRITE OR MARK ON THE BAR CODE.

IN ORDER TO AVOD UFM (UNFAIR MEANS) :

1. The Roll No. and Answer Book no. found elsewhere or any other symbol found in the answer book will be treated as unfair means.
2. Any tempering of Bar Code and Booklet no shall be treated as Unfair Means.
3. Do Not bring the materials like slip of paper/mobile/digital diaries/ study material/ revision notes in examination hall. Possession of the mobiles/ digital diaries/electronic/digital/ watch and any other electronic gadget except memory less scientific calculator shall be considered as UFM case.
4. Do not keep or paste currency note in answer script it shall be consider as UFM.

अनुचित साधन से बचने हेतु :

1. उत्तर पुस्तिका के निर्दिष्ट स्थान को छोड़कर अनुक्रमिक एवं उत्तरपुस्तिका का क्रमांक कहीं और न लिखें तथा कोई भी चिह्न न बनायें क्योंकि यह अनुचित साधन प्रयोग की परिधि में आता है।
2. उत्तर पुस्तिका के बायोमेट्रिक अथवा उत्तर पुस्तिका संख्या पर छेद छद्म करने पर अनुचित साधन प्रयोग माना जायेगा।
3. परीक्षा कक्ष में निम्न वस्तुएं साथ न लायें, जैसे लिखे हुए कगन के टुकड़े, मोबाइल, डिजिटल डायरी, डिजिटल सीध, कॉपी, घुलक या सभी वस्तुओं को अनुचित साधन को अन्तर्गत आती है। केवल संशोधित प्रश्नपत्र में ही केबरी लेस साइंटिफिक कैल्कुलेटर ले जाने की अनुमति होगी।
4. उत्तर पुस्तिकाओं में समझे न रखें न ही उत्तर पुस्तिका में चिपकायें। ऐसा करना अनुचित साधन प्रयोग की परिधि में आता है।

परिभाषिकाओं को भिन्न लिखें।

1. प्रश्न पत्र एवं उत्तर पुस्तिका पर दिखे गये निर्देशों को ध्यान से पढ़ें।
2. कवर पृष्ठ के दूसरी तरफ कुछ न लिखें।
3. उत्तर पुस्तिका के पृष्ठों पर दोनो तरफ लिखें।
4. प्रश्न पत्र पर अपने अनुक्रमिक को अतिरिक्त कुछ न लिखें।
5. प्रश्न पत्र कोड एवं प्रश्न पत्र ID सावधानी पूर्वक लिखें।
6. अपनी विधि स्पष्ट लिखें।
7. उत्तर पुस्तिका के पृष्ठों की संख्या देखें। अगर उत्तर पुस्तिका में पृष्ठ (1-24) से कम है या फटे हुए है, तो परीक्षा शुरू होने के पूर्व दूसरी उत्तर पुस्तिका ले लें।
8. प्रश्नपत्र को देख, यदि प्रश्नपत्र के विषय कोड, विषय का नाम तथा प्रश्न न कोई त्रुटि है तो उसके परीक्षा शुरू होने से 30 मिनट के अन्दर कक्षा निर्देशक को तत्काल सूचित करें, उसके बाद विद्यार्थियों द्वारा कोई कार्य नहीं की जायेगी।
9. प्रश्नों के उत्तर लिखने के लिये पेंसिल का प्रयोग न करें।
10. बी क्रेडी या अतिरिक्त टांक नहीं दिया जायेगा।

INSTRUCTION TO THE CANDIDATE

1. Read the instructions carefully given on the Question Paper, Admit Card & Answer Script.
2. Do not write anything on back side of the cover page.
3. Write on both sides of pages of answer book.
4. Do not write anything on question paper except Roll Number.
5. Write Paper Code & Question Paper Id carefully.
6. CHECK the number of pages (1-24) or any other kind of damage in your answer script, if found than change the answer script immediately before the commencement of examination.
7. CHECK the Question Paper for any kind of discrepancy e.g. Subject Code, Subject Name, and Question of the Question Paper during first THIRTY MINUTES of the commencement of the exam, so that it can be corrected in TIME. After that no corrections shall be entertained by the university.
8. Do not use pencil for answering the question.
9. Write status correctly e.g. those appearing in carry over papers should fill in status as Carry Over. Those appearing as Ex- Students should fill in status as ex.
10. No supplementary answer book & graph paper will be provided.

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-IV

1. Use blue or black ball point pen for writing alphabets & numerals in Boxes.
2. Use blue or black ball point pen for filling the circles.

	1	8	1	5	4	3	2	1	6	9
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1	●	1	●	1	1	1	1	●	1	1
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5	5	5	5	●	5	5	5	5	5	5
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Note- If your Roll No. is of 10 digits. Please leave first three columns .



Paper Code

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1

Question - 1

Answer - Communication is taken from the latin word 'communis' which means commonness and to share and present the things.

Communication is a systematic and continuous process of sharing or conveying ideas, opinions, informations, views, thoughts and feelings from one person to another in order to bring mutual understanding and good human relations.

In other words, we can say that communication is the means to convey thoughts and ideas from one person to another, so that the another person can understand, analyse and take action.

Communication is as old as the human.

Human is a social animal and to socialise, human uses the →



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2

communication to express his/her thoughts to make the social relations.

Communication starts from very early stage of life. e.g. As mother knows why the baby is crying, in the early age baby uses cry to convey his needs.

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Question-2

Answer- whenever we convey our thoughts, ideas or messages, some hindrances occurs which distort the message and often render it incomplete and ineffective.

These hindrances known as the barriers of communication.

There are various barriers of communication.

One of those barrier is Cultural Barrier.

Cultural Barrier refers to those hindrances which occur due to different culture and etiquettes.

It often become difficult to communicate in international environment due to change in culture.

many cultures have same symbols

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4

which have different meaning
in different cultures.

Hence, it often creates
miscommunication and misunderstanding
due to these cultural differences
in the society.



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Question - 3 -

Answer - Speaking and listening are considered as the base of communication.

Listening is an indispensable part of communication.

Hearing and listening are two different terms which are often assumed to be same.

Hearing is a sensory ability of our body. We hear a sound whenever the sound waves strike our ears.

Listening is completely different from hearing.

Listening refers to the carefully hearing the message and understanding and analysing its meaning.

Effective listening can be considered when the listener effectively and carefully listens the message and understands the same meaning which the sender wants the listener to understand. →



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Listening takes place to at two stages in the communication process.

① Ist stage, when the receiver listens the message and understand it.

② IInd stage, when the sender has to understand the feedback given by the receiver.

Process of listening involves the following steps

- ① Listening.
- ② Analysing.
- ③ Interpreting.
- ④ Response.



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7

Question-4.

Answer- Resume refers to the document where summarised bio data, personal details, educational details, interests, hobbies, work experience of a person or applicant is written.

Resume is often used when the person is willing to do a job and makes his resume which is demanded by the employers.

Resume tells the ability of employee in the field of  knowledge and experience.

Resume is the first impression which the employer get when he reads it. It shows the writing skills of the employee.

Resume should contain the following information to make it perfect and attractive. →



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8

contents of Resume -

① Personal details

- ① Name
- ② Age
- ③ Address

② Work experience.

- ① 2 year experience
- ② 3 year experience

③ Qualification

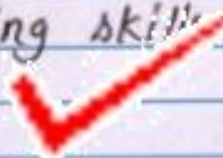
- ① B.com
- ② M.com.

④ Interests.

- ① Reading

⑤ Extra Abilities.

- ① Typing skills



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9

Question - 5

Answer - Business language refers to the skills of the employee to do effective communication with the customers.

The effective communication skills of the employee helps in maintaining good and healthy relations with the consumer and increases the loyalty of the consumer towards the business enterprise.

In other words, we can say that business language is the effective communication skills of the employee which relieves the stress and helps in getting maximum output.

Business communication or language also known as corporate language.

Business language can be conveyed in written, oral or gestural way.

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10

Business language majorly
classified in two parts:-

- ① Internal Business language.
- ② External Business language.



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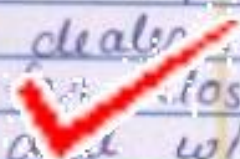


Question-6-

Answer- Letter and memorandum are important parts of written and formal communication.

Letters are the written message on the paper or typed on computer screen for a fulfilling a specific purpose.

Examples -

- ① Letter to editor
- ② Letter for purchasing goods from the dealer
- ③ Letter  closing a business deal with another business organisation.

whereas, memorandum refers to a short matter which is written to inform a specific rule, warning or new policies etc.

Example - memorandum used in business for specific purposes like memorandum for payment etc.



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12

Question-2.

Answer - Report writing is a part of written communication.

Report refers to the summarised information of an event which occur in past and it is prepared for the person who was not the ~~bitness~~ witness of the event when it occur.

In other words, we can report writing is the transfer of information from someone who know it and to someone who wants to use that information for some purpose.

characteristics of effective report writing are -

① Reliability. The report wh should be trustworthy.



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13

- ② facts - Report should include actual facts.
- ③ Concise - Report should be on point with including unnecessary matter of content.





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14

Question - D -

Answer - APA style of writing
refers is the part of
written communication.

Written communication is used
when there is record of
communication is required and
the sender and receiver
are far away.

There are various styles of
writing.

One of the style is APA
style.

APA style refers to the style
which makes the written
data attractive.

It makes the data easy to
understand and analyse.
thus, with the help of
APA style we can analyse
and take action quickly after
reading it.



Paper Code

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15

Question - 9 -

Answer - Video Conferencing is the modern technique of communication.

Modern technique of communication refers to tools and equipment which process and communicate the information and message.

Video conferencing is a tool in which we use video camera and microphone device for capturing the image and sound that is to be transmitted by internet.

Thus, in video conferencing the participants can see each other on screen and can also listen each other.

With the help of video conferencing two or more people can share their thoughts and can see each other besides the fact that

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they are geographically apart from each other.

Video conferencing is used in various fields.

- for meetings in business.
- for consulting with doctors.
- for personal chatting with the family.
- Video conferencing came in use during the pandemic occur due to corona virus for online education classes.





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17

SECTION B

Question-3 What are the Barriers ---
--- communications.

Answer - Whenever we convey our thoughts, ideas, opinions, messages some hindrances occur which distort the message and render it incomplete and ineffective.

These hindrance in the communication are known as barriers of communication.

Various Barriers of communication

① Physical barriers -

These are the barriers which occur in the environment in which the message flows from a sender to receiver.

② Noise - Noise are the barriers which occurs in the process of transferring message.

Ex - Network issues. etc.

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① Distance - Distance is also a barrier, it becomes difficult when the receiver and sender are far away.

① Improper time - Improper time is also a communication barrier.

② SEMANTIC BARRIER -

These are the barriers related to the language or meaning of words.

① Different meaning of words - Some words have different meaning for different persons.

① Cultural Barriers - It often become difficult to convey thought in international environment due to difference in culture and etiquettes.

③ Organisational barriers -

These are the internal Barriers of organisation.

① Organisational policies - Sometimes the organisational policies are not



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are not supportive and becomes a barrier.

- ③ Organisational status - The organisation shows the hierarchy through various sign and this hierarchy becomes the barrier of communication.

④ Psychological Barriers -

The importance of communication also depends upon the mental status of the receiver and sender.

- ③ Premature evaluation - Some time premature evaluation of the message becomes a barrier.

- ③ mental Attitude - Communication also depends on the mental attitude of the receiver and sender.

⑤ personal barriers These are the internal barriers of the sender and receiver.

- ③ Distrust & lack of confidence.
- ③ Difference in the listening and speaking speed also becomes the barrier.



Paper Code

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20

SECTION C

Question-6 What is business language - -
- - - - language.

Answer - Business language also known
as the Corporate language.

Business language refers to
the skills of the employee
to do the effective communi-
-cation with the customer.

The effective communication
skills of the employee of
the business helps in maintaining
good and healthy relationship
with the consumer and increases
the loyalty of the consumer
towards the business organisation.

In other words, we can say
that business language is the
effective communication skills
of the employee which relieves
the stress and helps in
getting the maximum output
through attracting the consumer



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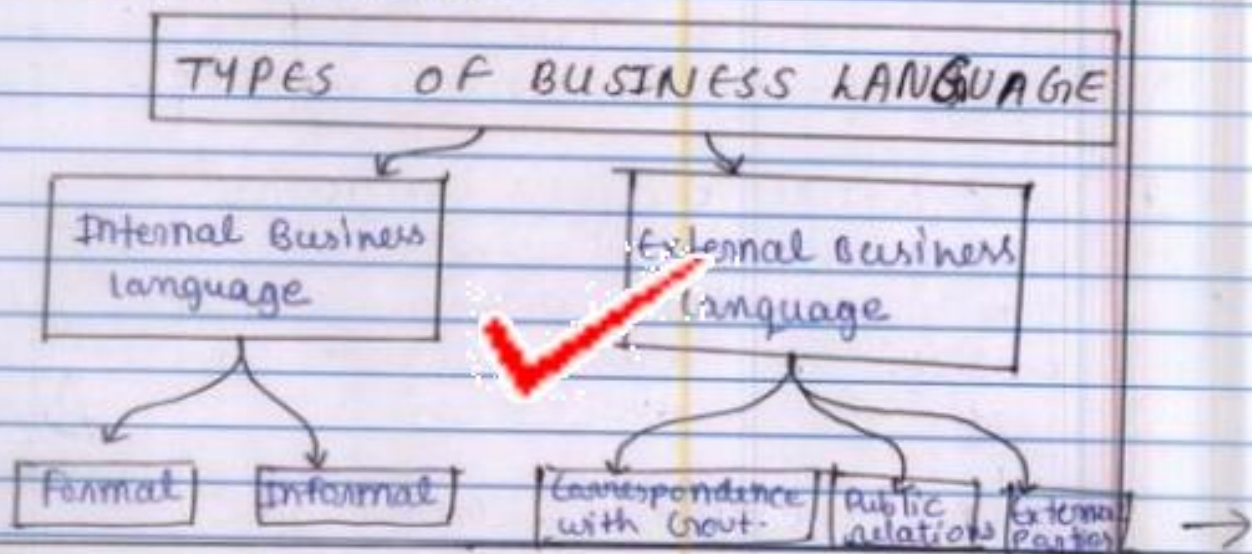
21

with these skills.

On the other hand, presentation is also the part of business communication.

Presentation is an attractive way of representing the data which makes the data pleasant to the eyes and easily understandable by the mind.

Presentation is often used in business conferences to explain any subject or idea using images, text, graphics and sound.





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TYPES OF BUSINESS LANGUAGE

Business language is classified in two types-

I) Internal Business language-
It refers to the business language which takes place within the organisation.

A) Formal communication- It is a type of communication which follows the prescribed path given by the organisation.

B) Informal communication- It is free from following any scalar chain or prescribed path or policies to convey message.

II) External Business language-
These are the business languages which are done with the external parties who are in direct contact of the organisation.

A) Management of relation with External parties- This is the



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Communication which is done with traders, suppliers, marketing experts, etc. to maintain the good relation for the betterment of business.

⑧ Correspondence with Government. Every business organisation have to deal with government for some legal purposes.

⑨ Public relation. These are the business communication which is done to maintain the image in the public and to maintain good relations with them.





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24

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