



Chhatrapati Shahu Ji Maharaj  
University, Kanpur

**Answer Script Details**  
**Barcode** 8019526

**Roll No.** 23072000277  
**Total Mark** 45/75.00

**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 2/5

1B 3/5

1C 3/5

1D 3/5

1E 2/5

1F 3/5

1G 2/5

1H 3/5

1I 3/5

2 10/15

3 NA/15

4 NA/15

5 NA/15

6 11/15

7 NA/15

8 NA/15

9 NA/15

PART-I

Date of Exam: 01/02/2024 Shift: 1<sup>st</sup> Room No.: 02  
Paper Code: C010103T Subject: BUSINESS COMMUNICATION Year/Sem: 1<sup>st</sup>

Name of Candidate: DISHA PORWAL

Roll No. 23072000277

Signature of Candidate: Disha  
Signature of Invigilator: [Signature]  
COE Facsimile: [Signature]

# Chhatrapati Shahu Ji Maharaj University Kanpur, Uttar Pradesh

PART-II

MARKS OBTAINED

Q.	1	2	3	4	5	6	7	8	9	10
(a)										
(b)										
(c)										
(d)										
(e)										
(f)										
(g)										
(h)										
(i)										
(j)										
Total										
Total Marks in Figures										Max. Marks
Total Marks in Words										



C010103T

Paper Code

Signature of Evaluator

PART-III

Course: BACHELOR OF COMMERCE

Session: 2023-24 Year/Semester: 1<sup>st</sup>

Subject Name: BUSINESS COMMUNICATION

Medium: English  Hindi

Paper Code

C010103T

Exam Date

01022024

Name of Candidate

DISHA PORWAL

Father's Name

PRAVEEN KUMAR

परिचय का कोड  
College Code

EW02-

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

परिचय केन्द्र का कोड  
Exam Centre Code

EW02-

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 का प्रकार  
Type of Exam

Regular  
 Private  
 Ex-Student  
 Back Paper Exam

ANSWER BOOKLET NO.

8019526

C010103T

Paper Code



PART-IV

उपस्थान संख्या  
Enrolment Number

C S J M A 23000131507

उपस्थान संख्या का कोड  
Candidate's Roll Number

पेपर कोड Paper Code

2	3	0	7	2	0	0	0	2	7	7
0	0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9

C	0	1	0	1	0	3	T
A	0	0	0	0	0	0	N
B	1	1	1	1	1	1	P
E	2	2	2	2	2	2	R
F	3	3	3	3	3	3	R
G	4	4	4	4	4	4	
H	5	5	5	5	5	5	
I	6	6	6	6	6	6	
J	7	7	7	7	7	7	
K	8	8	8	8	8	8	
L	9	9	9	9	9	9	

Disha  
Signature of Candidate

[Signature]  
01.02.24  
Signature of Invigilator

वरिष्ठ केन्द्राध्यक्ष  
जस्ता कलेज बकेट (इटावा)  
COE Facsimile

[Signature]

COE Facsimile

नोट- 1. परीक्षार्थी को निर्दिष्ट किया जाता है कि आवरण वाले को मुद्रित भाग पर अधिक सभी निर्देशों को सावधानीपूर्वक पढ़ें।  
 2. कोड में धरो जाने वाली प्रतिलिपियाँ काफी ताक से मुक्त की जायें। 3. कोडों 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-II

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 AVOID 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 tampering 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 जेबकर अनुक्रमिक एवं उत्तरपुस्तिका का क्रमिक कभी और न हिले तक कोई भी चिह्न न बनाये क्योंकि यह अनुचित साधन प्रयोग की परिधि में आता है।
2. उत्तर पुस्तिका के बारकोड अथवा उत्तर पुस्तिका संख्या पर छेद/साह करने पर अनुचित साधन प्रयोग माना जायेगा।
3. परीक्षा कक्ष में निम्न वस्तुएं लाया न जायें, जैसे किन्हीं रूप कागज के टुकड़ों, मोबाइल, डिजिटल डायरी, डिजिटल लॉज, कलम, घुलक या कभी कलमों जो अनुचित साधन को अज्ञात आती है। मोबाइल संबंधित प्रारम्भ में ही केंद्रीय लेस सॉफ्टवेयर कोन्सुलेटर से जाने की अनुमति होगी।
4. उत्तर पुस्तिकाओं में कल्पे न करें न ही उत्तर पुस्तिका में किन्हीं। ऐसा करना अनुचित साधन प्रयोग की परिधि में आता है।

### उत्तरपुस्तिकाओं की दिशा निर्देश

1. प्रश्न पत्र एवं उत्तर पुस्तिका पर दिनें नये निर्देशों को ध्यान से पढ़ें।
2. क्लर रूप से दूरी-दूरी तक कुल न लिखें।
3. उत्तर पुस्तिका के पृष्ठों पर दोनो तरफ लिखें।
4. प्रश्न पत्र पर अपने अनुक्रमिक को अतिरिक्त कुल न लिखें।
5. प्रश्न पत्र कोड एवं प्रश्न पत्र ID साफ़-साफ़ी पूरक लिखें।
6. अपनी स्थिति स्पष्ट लिखें।
7. उत्तर पुस्तिका के पृष्ठों की संख्या देखें। अगर उत्तर पुस्तिका में पृष्ठ ( 1-24 ) से कम है या कटे हुए हैं, तो परीक्षा शुरू होने से पूर्व दूरी-दूरी उत्तर पुस्तिका से लें।
8. प्रश्नपत्र को देख, यदि प्रश्नपत्र के विषय कोड, विषय का नाम तथा प्रश्न में कोई त्रुटि है तो उसके परीक्षा पृष्ठ होने से 30 मिनट के अन्दर कक्ष निर्देशक को साफ़-साफ़ सूचित करें, उसके बाद विरचयितालय द्वारा कोई कर्म नहीं की जायेगी।
9. प्रश्नों के उत्तर लिखने से लिये वैधित का प्रयोग न करें।
10. बी कोपी का अतिरिक्त प्राप 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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0	0	0	0	0	0	0	0	0	0	0
1	●	1	●	1	1	1	1	●	1	1
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5	5	5	5	●	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	●	6
7	7	7	7	7	7	7	7	7	7	7
8	8	●	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	●

Note- If your Roll No. is of 10 digits. Please leave first three columns .



Paper Code

C010103T



1

## Section - A

Answer 1 (A) Communication

**Definition:-** Communication is the process of sharing and exchange of ideas, facts, information, opinion, experiences among two or more people.

**History:-** The word communication has been derived from latin word 'communis' means commonness. Communication is evolved as the species evolved.

**Characteristics :-**

- 1) Communication involves Plurality of persons:- Communication can be occur between two or more. One individual talking itself cannot be called communication.
- 2) Communication is two-way process:- It process from sender's message and to receiver's feedback; It is Bidirection flow of communication i.e top to Bottom and Bottom to top.
- 3) Communication is a Universal process. It is continuous and unavoidable process of universe. without communication, its has is not possible.



Paper Code

C010103T



2

4) communication may be formal or informal:- The flow of information can be occur through formal or informal channel of communication

5) Communication may be formal & non-verbal or written:-

Communication can be done through using oral (words), write text or gestures, body movements etc.

6) Communication is unavoidable process:- It refers to the process which impossible to avoid, and as per reports 70% of day spent in communication.

7) Scope of communication

- Communication in Early life
- Communication in Progressive Society
- Communication as Social Necessity.
- Communication in Profession life.



Paper Code

C010103T



3

Answer 1(B)

### Cultural Barriers

Definition :- Cultural Barriers refers to the barriers or restriction which caused due to cultural difference among individual or person.

Cultural Differences may be defined as the different in caste, creed, religion, language, status, sex, race or country etc. can be considered.

Reason behind Cultural Barriers

- 1) Badly expressed message :- The manner to express or share any message create cultural differences.
- 2) Lack of trust and confidence :- The trust between communicatee or communicator is misssed or lost which create the cultural differences
- 3) status difference :- The difference between the position cause difference or hinders the cultural barriers.



Paper Code

C010103T



4

5) Differentiate language :- The difference between language of communicatee and communicator raise the hindrance between organisation structure.

6) Affects of Caste, creed or Religion :- The mindset or opinion of communicatee about the religion also create the hindrance between the organisation.





Paper Code

(010103T)



5

Answer 1 (C)

## Effective listening

Effective listening refers to the hearing and understanding the conveying or intended message and gives responses or feedback on the information shared.

Communication can be done to share or exchange the ideas among persons. And effective listening of communicatee may be have different objective.

- a) listening for enjoying :- some people are enjoying listening others and loves to listens the experiences, opinions, facts, data.
- b) listening for understanding information  
People enjoys as well as the objective to understand the information and try to retain or learn the information, people are always try to bring out important facts during communication. Hearing the information and understanding the information are two different things.



Paper Code

0010103T



6

- 4) To Evaluate Analysis :- Business communication are the means or source through which we evaluate the understandable information.
- 5) To collect data facts :- Peoples or individuals collect the data facts for further utilisation.
- 6) To have accurate and reliable information :- The information should be accurate or reliable.

Do Not Write anything in this Portion



Paper Code

C010103T



7

Answer 1 (D)

## Resume

Resume or curriculum vitae is a marketing tool used for summarising the candidate's qualification, experiences, personal detail, professional objective and career objective in formal or structured manner.

Resume should be prepared in clear and precise form.

Resume consist of all the documents information about a person which is required to get the benefit of job.

Resume specimen consists of following details :-

- 1) Name, address and Mobile number of a individual
- 2) Career objectives of an individual to get the benefit of job.
- 3) Professional objectives of an individual means the degree he has done
- 4) Skill
- 5) Experience of an individual involves the past experiences in job and its benefits.



Paper Code


CO10103T



8

8) Personal details of an individual involves

- a) Name
- b) Address
- c) Marital Status
- d) Age
- e) Parents Name
- f) Religion
- g) Nationality etc.

9)  Qualification of an individual involves the capability of a person

- Ex - High School Marksheet  
→ Intermediate Marksheet  
→ Graduate Marksheet  
→ Diploma Certificates

- 10) Date
- 11) Time
- 12)



Do Not Write anything in this Portion



Paper Code

C010103T



9

Answer 1(E)

## Business Language

Business language refers to the medium or channel through which the business is operated.

Business language can be defined or determined as the formal or informal medium or channel through which the information, message, or data has been exchanged, shared or expressed.

Business language can be divided on the basis of:-

### 1) Basis of source

a) **Internal source** - It refers to the flow of information or message within the organisation through formal or informal ways.

b) **External source**:- It refers to the flow of information or message outside the organisation through formal ways to present data to investors, suppliers, third party etc.



Paper Code

0010103r



10

Business language can be defined as the means or source through which business is operated.

It includes all the factors which is required to operate the Business in logical and systematic manner.



Do Not Write anything in this Portion



Answer 1 (F)

### Letter Writing

Letter refers to written form of communication through which an individual can share, experience the message or information from one person to another.

Letter is formal form of communication through which an individual writes the introduction, brief explanation and solution, conclusion regarding problem.

Letter can be written in many forms

- a) Official letter
- b) Semi official letter
- c) Inofficial letter
- d) Endorsement letter
- e) Public letter
- f) Private editor letter etc.

Memo and Memorandum can be defined as the written form of communication in which it involves the memo. of a



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Memorandum:- Memorandum can also be determined as the written or formal way or means of communication through one individual share or exchange the information, message, data, problems in the memo. format.





Answer 1 (04)

### Report Writing

Report is the written form of communication and also formal form of communication in which the message has been shared from subordinate to superior.

Report is the suggestion and advice and outcome or feedback of a ~~order~~ transmitted order from subordinates to superior.

Report:- It flows in upward direction as the reporting relation is established b/w subordinate & superior.

Report Writing:- The report writing involves all the factors which is necessary to write the report

Ex -> Problem  
Suggestion  
Conclusion  
Introduction  
Subject-Matter.



Paper Code

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14

Answer 1(H)

## APA Style in writing

#APA Style :- It refers to the style or way of writing a information, and message between two or more person.

#It includes the basis features knowns  
Clear and Precised nature of writing

#Correct Grammatical english should be used.

#Complete information has been required about a specific topic

#Concise form of writing should be preferred in order to bring the delight or attentiveness towards the way of writing



Paper Code

00101035



15

# Concrete :- The style of writing involve concreteness in writing.

# Correctly styled sentences should be prepared to make a message effective.





Paper Code

CO1010BT



16

Answer 1 (1)

## Video Conferencing

#It refers to the modern technique of communication in which the use of video aids are being utilised to communicate from one person to another person.

#It refers to the communication in which it uses the cameras and join two or more person to communicate about or related to their work.

It refers to the use of computer network to communicate.

It is the modern and most frequent way of communication in which the information or message has been shared using video aids, video of presentation, visual of information is known as video conferencing.



Paper Code

00101037



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It is the most favourable and easy form of modern technique of communication in which the computers, laptops, tablets or androids phones has been used to communicate,

Right now. zoom, google meeting and Microsoft teams also having the feature of video conferencing.

It requires the software as well as hardware to communicate.



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C010103T



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Section - B

AnswerCommunication

The word communication has been derived from Latin word 'communis' which means commonness. The word communication implies that it is the process of sharing and exchange of information, idea, views, opinions, and thoughts among two or more persons for mutual understanding.

Features of Communication :-

- 1) Two way process
- 2) Social and universal process
- 3) Involves plurality of persons.
- 4) Regular and continuous
- 5) May be formal or informal
- 6) Oral, written or verbal
- 7) Unavoidable process
- 8) Existence of message or subject matter
- 9) May be upward, downward, horizontal, diagonal and multidirectional.



## Types of Communication

There are three types of communication on the Basis of Information

a) Verbal communication:- It refers to the communication in oral or spoken words. It is involved to exchange or share information among two or more person.

b) Non-verbal communication:- It refers to the communication in which the exchange of information without using spoken words. It involves Body movements, gestures, facial expression and sitting & standing posture of Body of an individual.

It includes following types:-

a) Body language

b) Para language

c) Proxemics

d) Artificial communication

c) Written communication:- It refers to the communication in different forms of written formats included to share or exchange the information between two or more person.



## 2) On the Basis Direction

### 1) Upward Direction Communication:-

It refers to the flow of information from bottom to top i.e. subordinates to superior.

### 2) Downward communication: It refers to the communication in which the flow of information from top to bottom i.e. superior to subordinates.

### 3) Horizontal Communication: It refers to the communication in which the information shared at same level of organisation.

### 4) Diagonal communication: It refers to the communication in which the information can be shared by any one to anyone.

### 5) Multi-Directional Communication - It refers to the communication in which everyone is free to share the information to each or every one.



On the Basis of organisation:-


a) Formal Communication :- It refers to the communication in which the information passes through prescribed route in organisational structure through formal channels.

Forms of formal communication

- a) Policy manuals
- b) Procedural Handbooks
- c) Conference
- d) Scheduled meeting
- e) Special interviews
- f) Order
- g) Information regarding
  - Promotion
  - Suspension
  - Termination

b) Informal Organisation <sup>communication</sup> :- It refers to the organisation in which there is free flow of information from one person to another without any prescribed route.

forms

- 1) Single  line
- 2) Cluster model
- 3) Star or cross model
- 4) Probability model.



Paper Code

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## Section-C

Answer-6Business language.

Business language refers to the means or source through which Business is being operated effectively. It includes all the variables or factors which is required or prescribed in operation of Business systematically or logically.

Business language can also be defined as the means to run a business enterprises or unit. It involves the formal or informal way to operate or conduct the sharing or exchanging of information.

Presentation:- It refers to the the collection and aggregation of data or slides in which the information, message, views, ideas or opinion is presented in charts, diagrams, graphs and table under the Presentation software named Microsoft Power Point which include the digital presentation of information.

Do Not Write anything in this Portion



## Different Types of Business language

On the basis of source:-

It is divided on two basis

- Internal source
- External source

\* Internal source corporate:- The internal factors<sup>m</sup> which the information flows:-

a) Formal language:- It refers to the means in which the prescribed route has been formed in organisational structure.

b) Informal language:- It refers to the free flow of information through the informal means. i.e grapevine.

Under Internal source

↳ Forms of Business formal language

\* Upward direction

\* Downward Direction

\* Horizontal

\* Diagonal

\* Multi Directional.

\* External source corporate:- It includes all those factors which outside the Business.



#IT refers to the means through productive, accurate or reliable information has been shared or exchanged. It includes all those factors lies outside business enterprises.

### Business language

The information may be shared through

- 1) Teleconferencing
- 2) Video conferencing
- 3) Zoom meeting
- 4) Google meeting
- 5) Microsoft meeting
- 6) Conferences
- 7) Scheduled meeting through using computer network.
- 8) World Wide Web
- 9) E-mail
- 10) Fax
- 11) Telex
- 12) Internet
- 13) Extranet
- 14) Satellite communication
- 15) File Transfer Protocol.