**FYUGP B.COM COMMERCE & TOURISM AND TRAVEL STUDIES**

**Semester I**

**UK1AECENG104 BUSINESS COMMUNICATION I**

**Part A. Objective Type Questions (1 Mark)**

1. Who wrote *The Businessman*?
2. Define communication.
3. What is a barrier to communication?
4. Mention one variety of English.
5. What is a metaphor?
6. Name one app used for business communication.
7. Define public speaking in one sentence.
8. What is active listening?
9. What is a memo?
10. Give one example of non-verbal communication.
11. What does 'upward communication' mean?
12. Expand the acronym 'BCC' in an email.
13. Name one element of effective speaking.
14. What is skimming?
15. Who wrote *The Power of Metaphors in Business Strategy*?
16. Define negotiation in a business context.
17. What is an enquiry letter?
18. Give one example of intensive reading.
19. What is the purpose of a cover letter?
20. Name a communication tool used in virtual meetings.

**Part B. Two – three Sentences Questions (2 Marks)**

1. Mention any two barriers to effective listening.
2. Differentiate between formal and informal communication.
3. Write two tips for public speaking.
4. What is the difference between American and Indian English?
5. Explain the term ‘mother tongue interference’.
6. What is the significance of metaphors in business strategy?
7. Name any two tools used for virtual business communication.
8. Mention two types of business letters.
9. What is the difference between a memo and a circular?
10. What is scanning in reading skills?
11. What are the purposes of job interviews?
12. Write two qualities of effective communication.
13. Mention any two components of an agenda.
14. Differentiate between upward and downward communication.
15. What is the use of copywriting in e-commerce?
16. Name two parts of a resume.
17. What are meeting minutes?
18. What do you understand by ethical communication?
19. How is a report different from a letter?
20. Define 'listening' and 'hearing' with an example.

**Part C. Short Answer Questions (4 Marks)**

1. Describe the plot and message of *The Businessman* by Edgar Allan Poe.
2. Explain the key elements of the communication process.
3. Discuss the barriers to effective communication in detail.
4. How can one improve public speaking skills? Write four tips.
5. Compare Standard English and Indian English with examples.
6. Analyze the role of metaphors in branding and business communication.
7. Describe the features and advantages of any two virtual communication tools.
8. Explain the techniques and importance of effective speaking.
9. Differentiate between verbal, non-verbal, written, and electronic communication.
10. Draft a sample business letter of complaint.
11. Explain the structure of a resume and the purpose of each section.
12. What are the key components of an agenda and minutes of a meeting?
13. Discuss the importance of negotiation skills in business.
14. Write a short note on email etiquette in business communication.
15. How do you prepare for a job interview? Mention key strategies.
16. Summarize *The Power of Metaphors in Business Strategy*.
17. What lessons on ethics can businesspeople learn from films?
18. Explain the process of note-making and its advantages.
19. What are the major types of business correspondence? Give examples.
20. Discuss the impact of gender disparity in international trade.