

College: Govt.College for Women, Nawakadal Srinagar

Semester: 3rd Code: BCM317

Subject: Business Communication CREDITS: 04 Max.Marks: 60

Attempt all Questions.

Q1. Define Communication? Discuss the need and importance of Business Communication?

Q2. Write short notes on:

- a. Verbal Communication
- b. Non-Verbal Communication

Q3. Discuss the importance of Negotiating skills in communication?

Q4. Meetings and presentations are important part of communication? Elaborate.