

**Subject : Business Communication**

Day : Friday  
Date : 10/06/2016



Time : 10.00 AM TO 1.00 PM  
Max Marks : 80 Total Pages : 1

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**N.B:**

- 1) Attempt **ANY FIVE** questions from Section-I and attempt **ANY TWO** questions from Section-II.
  - 2) Answers to both the sections should be written in the **SAME** answer book.
  - 3) Figures to the right indicate **FULL** marks.
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**SECTION-I**

- Q.1** Write a note on structure of a business letter. What are the different types of letters? (10)
- Q.2** Discuss the key requisites of an effective presentation structure? (10)
- Q.3** What are the various types of listening? How should one improve listening? (10)
- Q.4** Describe the seven C's of effective communication with suitable examples. (10)
- Q.5** Distinguish between verbal and non-verbal communication. Indicate the types of non- verbal communication. (10)
- Q.6** Discuss the various steps involved in better reading. (10)
- Q.7** Write short notes on **ANY TWO** of the following: (10)
- a) Importance of body language
  - b) Basics of report writing
  - c) Business correspondence- notifications and memo's

**SECTION-II**

- Q.8** How would you go about to conduct a meeting of sales executives in an organization to discuss the launch of a new product of the organization. (15)
- Q.9** Write a letter to the General Manager of a company inviting him/her as chief guest of the seminar on innovation to be held in your factory premises. (15)
- Q.10** Write a letter placing an order for purchase of 25 laptops required for the organization. (15)

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