

Subject : Business Communication

Day : Wednesday
Date : 07/12/2016



Time : 10.00 A.M. TO 01.00 P.M.
Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – **I**. Each question carries **10** marks.
- 2) Attempt **ANY TWO** questions from Section – **II**. Each question carries **15** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

SECTION-I

- Q.1** Define Communication? Explain characteristics of Business Communication.
- Q.2** What is meant by poor listening? How should one improve the listening ability?
- Q.3** Explain the purpose of written communication. Elaborate the principles of effective writing.
- Q.4** Discuss the components and layout of report.
- Q.5** Write short notes on **any TWO** of the following:
- a) Merits of e –communications
 - b) Body language
 - c) Planning a meeting

SECTION-II

- Q.6** Identify some problems areas in the various functional areas of organization and suggest areas where you think GD (Group Discussion) will be useful and where they will not? Why?
- Q.7** What are the important aspects to be considered while planning for your business presentation?
- Q.8** Write a detailed note on reading approaches.

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