

Subject : Business Communication

Day : Thursday
Date : 15/12/2016



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

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.

SECTION - I

- Q.1** Define Written Communication. Explain in detail advantages of written communication. [10]
- Q.2** Non-verbal communication is complementary to Oral Communication. Elaborate with suitable examples. [10]
- Q.3** Why is Listening an important skill in communication? Discuss barriers to Listening in Communication. [10]
- Q.4** Explain the importance of use of visual aids in presentations. [10]
- Q.5** State the occasions when memos are issued. Draft a memo announcing change in office timings. [10]
- Q.6** Discuss strategies and guidelines for effective conversations. [10]
- Q.7** Write short notes on **ANY TWO** of the following: [10]
- a) Seven Cs of effective Communication
 - b) Importance of Reading Skills
 - c) Notices and emails as tools of communication

SECTION - II

- Q.8** Prepare a sales letter addressing to the customers of a bank about the launch of locker facility in the bank branch. [15]
- Q.9** You have been invited to deliver a presentation on “Smart Cities” to students of a college. What qualities do you think one should possess to deliver an effective presentation? [15]
- Q.10** Prepare a notice and agenda of a meeting to be conducted by your department. (The department you work for is Human Resources. Your manager has called for a meeting of the HR executives working in the department to decide about the implementation of training calendar and a new information management system for the department). [15]

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