

## **BUSINESS COMMUNICATION (Old & New Course) : Dec. 2009-10**

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**Note :** Attempt any five questions. All questions carry equal marks.

1. "Communication is the life blood of business." Justify with suitable business examples.
2. Write notes on the following :
  - (a) Principles of effective communication
  - (b) Models of communication
3. What is formal communication ? How is it different from informal communication ? Explain different forms of formal communication.
4. What is Grapevine ? Discuss its different forms. Explain the merits and demerits of Grapevine.
5. What are listening skills ? Why is it important in communication ? Explain the important principles of effective listening.
6. Write notes on the following :
  - (a) Barriers to Effective Communication
  - (b) Body Language
7. You are working as a sales executive looking after the sale of Televisions of your company. Write a letter to your Head Office to supply adequate number of TV Sets in addition to the existing supply to meet the growing demands of the festival season.
8. (a) What is a business letter ? Explain its unique features.  
(b) Write the important principles of writing a report.
9. What is a Resume ? What are the essential requirements of preparing a good resume ?
10. Write notes on the following :
  - (a) Principles of effective presentation
  - (b) Video conferencing.