

BUSINESS COMMUNICATION
(New Course) : Dec.-Jan 2016-17

Time : 3 Hours]

[Maximum Marks : 90

[Minimum Pass Marks : 32

Note : Attempt all the five questions. All Questions carry equal marks.

1. What are the objectives of Business Communication ?
Explain its importance in business.

OR

Write short notes on the following :

- (a) Principles of effective Communication
- (b) Communication process

2. Define Corporate Communication. Explain the formal network of any Corporate for effective Communication known to you.

OR

Describe in detail with example the different types of informal communication network.

3. What is non-verbal communication ? How does it take place in business organisation ?

OR

Write notes on the following :

- (a) Barriers of Communication
- (b) Principles of effective listening

4. What are the different types of business letters ? Write a business letter covering all the essential of it.

OR

What factors will you consider the time of preparing a business report ?

5. Write a letter to the General Manager of company for employment against the vacant post in the company "Marketing executive".

OR

Write notes on the following :

- (a) Essentials of effective oral presentation
- (b) Interviewing skill