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BUSINESS COMMUNICATION
(New Course) : Dec. 2013-14

Time : 3 Hours] *[Maximum Marks : 90*
[Minimum Pass Marks : 32

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

UNIT - 1

1. "Communication is the life blood of business." Elaborate with real life examples.

OR

Define Communication. Explain the model of an effective communication, with which you are familiar with.

UNIT - 2

2. What is Formal Communication ? How is it different from informal communication ? Explain different forms of formal communication with their merits and limitations.

OR

What is Informal Communication ? Why is it important ? Explain the advantages and disadvantages of informal communication.

UNIT - 3

3. What is Non-verbal Communication ? What are its principles ? Explain the limitations of informal communication.

OR

Write notes on the following:

(a) Organisational barriers to communication.

(b) Principles of effective listening

4. (a) Explain the guidelines for writing report.

(b) Criteria used for judging the effectiveness of a report.

OR

(a) Appearance of a business letter.

(b) What is a credit letter ? Prepare a credit letter with example.

5. What is a Good Resume ? Explain the components of an effective resume.

OR

Write notes on the following :

(a) Methods of oral communication.

(b) Guidelines to improve conversation skills.

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