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BUSINESS COMMUNICATION
(New Course) : Dec. 2015-16

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

Note : Attempt all the five questions. One question from each unit is compulsory. All Questions carry equal marks.

UNIT - 1

1. "Communication is the Life Blood of any Business." Explain with suitable Business examples.

OR

Write notes on the following : (a) Limitations of communication (b) Models of communication

UNIT - 2

2. What is informal communication ? Explain its nature, advantages and disadvantages.

OR

How formal communication is different from informal communication ? Explain the merits and limitations of formal communication.

UNIT - 3

3. What are the barriers to communication and explain the measures to be taken to overcome these barriers.

OR

What do you mean by effective listening ? Explain the principles of effective listening.

UNIT - 4

4. What do you mean by a report ? Explain the important aspects of substance of report.

OR

What do you mean by business letter ? Describe the essentials of a goods business letter with a model example.

UNIT - 5

5. What do you mean by Oral Presentations ? Explain the essentials of effective oral presentation.

OR

Write notes on the following :
(a) Interviewing skill (b) Resume components

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