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BUSINESS COMMUNICATION
(Old & New Course) : Dec. 2011-12

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

UNIT - 1

1. Define Communication. Explain its importance and limitation for a business organisation.

OR

What do you mean by Communication ? Explain the process of communication in detail.

UNIT - 2

2. Write short notes on the following :
   (a) Communication Network
   (b) Role of communication in goverment organisation.

OR

What do you mean by Formal Communication ? How is it different from Informal Communication ? Explain the types of informal communication.

UNIT - 3

3. "The non-verbal message and verbal messages are related to each other." Comment.

OR

Write short notes on the following :
(a) Organisational barriers to communication
(b) Semantic barriers to communication

UNIT - 4

4. What is a Business Report ? Explain the important contents of an effecive business report.

OR

Assume that you are a Bank Manager and you are suppose to draft a letter for all your costomers regarding information related to new charges applicable to usage of Automated Teller Machine and Internet Banking.

UNIT - 5

5. What is a Resume ? Write a resume with covering letter to apply in an IT company highlighting your strength and weaknesses.

OR

(a) Write a detailed note on oral presentation.
(b) Explain the skills required to conduct an effective stress interview.

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