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BUSINESS COMMUNICATION
(New Course) : Dec. 2012-13

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

Note : *Attempt all questions. All questions carry equal marks.*

UNIT - 1

1. What do you mean by Business Communication ? Discuss the importance and limitations of Communication.

OR

Discuss the principles of effective commnication.

UNIT - 2

2. What do you mean by Communicaton Network ? Explain the different types of Communication Networks.

OR

What is Corporate Communication ? Explain the role of informal communication in corporate communication.

UNIT - 3

3. What do you mean by Barriers to Communication ? Explain how barriers to communication can be reduced in an organisation. http://prsuonline.com

OR

What is Listening ? Discuss the principles of effective listening.

UNIT - 4

4. Assume that you are HR manager and you are supposed to draft a letter for all you sales executives regarding information related to their training sclredule decided by the company.

OR

What is a Business Report ? Prepare the contents of business reports taking a hypothetical example.

UNIT - 5

5. What do you mean by Oral Presentation ? Explain the principles of communication to be followed while making oral presentation

OR

What do you mean by Structured Interview ? Explain the difference between structured and unstructured interview.

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