

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES)  
(BBARS)**

**Term-End Examination**

**December, 2013**

**BRS-008 : BUSINESS COMMUNICATION-2  
(INTERPERSONAL COMMUNICATION SKILLS)**

*Time : 2 hours*

*Maximum Marks : 50*

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*Note : Answer any five questions. All questions carry equal marks.*

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1. You have been asked to design a training programme to help managers become better communicators. What would you include in the programme ? 10
2. Today's business climate is not about individual brilliance, but about being a good team player. Discuss the qualities and skills required to be a good team player. 10
3. Why do you think intrapersonal factors (such as self - concept) are as important as interpersonal skills in a business environment ? Discuss in about 150 words. 10
4. Technology is changing the face of business communication. Discuss both the advantages and disadvantages of using technology as a mode of communication at the work place. 10

5. Write short notes on **any two** of the following : **10**
- (a) The difference between media and channel
  - (b) The difference between soft and hard skills
  - (c) The necessity of 'portfolio' in recruitment
6. What is a report ? Discuss the different types of report used in business. **10**
7. You are a fresher and want to get your first job . **10**  
Suggest the strategies that you would use to get ready for the job market.
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