

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

Term-End Examination

December, 2012

**BRS-005 : BUSINESS COMMUNICATION - I
(LANGUAGE SKILLS)**

Time 3 hours

Maximum Marks : 100

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

1. Communication is defined as "the process of passing information and understanding from one person to another. It serves as a bridge of meaning between people". Explain the role of communication in this respect. 20
2. What is retention ? How will you improve retention of reading material ? 20
3. What is Listening ? What is its role in the working of an organisation ? 20
4. What according to you is presentation ? Do you think the use of visual aids enhances the quality of the presentation ? How ? 20

5. (a) How does body shape and posture affect communication ? **10**
(b) What is time language ? **10**
6. Briefly comment on the following:
(a) Direction & Dimension have their own use or problems. **10**
(b) Non-verbal communication is complimentary to verbal communication. **10**
7. Distinguish between the following : **10+10**
(a) Formal and Informal Communication.
(b) Meetings and Conferences.
8. Write short notes on the following :
(a) 4 's' of communication **10**
(b) E-mail **10**
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