

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

Term-End Examination

December, 2015

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

Time : 2 hours

Maximum Marks : 50

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

1. What is a Report ? Describe the important steps in writing a Report. Give examples where necessary. 10
2. Give five reasons for choosing the oral mode of communication instead of the written form in certain specific situations. 10
3. What is oral presentation ? Discuss the importance of 'tone' in oral communication. 10
4. What are the key points to be kept in mind in the case of following : 5+5=10
 - (a) Inter-personal communication
 - (b) Listening and speaking.

5. What are different advantages of using new age communication tools ? Would you support use of Whats App, Twitter, Facebook, Viber, etc. in business communication ? Why ? 10
6. Draft a newspaper advertisement for a 'fitness centre', which wants to show case its services. Specify salient features, technological support, location advantages, facilities, attractive offers of membership, etc. 10
7. You had issued a cheque in favour of 'Ozone Ltd'. For certain reasons, you have decided to stop payment of the issued cheque. Write a letter to your banker asking to stop payment. 10
8. Write short notes on **any four** of the following : 4x2.5=10
- (a) Writing a request Letter.
 - (b) Subject Line
 - (c) The Significance of good vocabulary in business Letters
 - (d) Video Conferencing
 - (e) Writing a proposal
 - (f) Editing the draft of a report
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