

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

Term-End Examination

June, 2013

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

Time : 2 hours

Maximum Marks : 50

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

1. With the help of suitable examples, explain the process of communication. Also explain the objectives of business communication. 10
2. Explain listening as a communication tool. Discuss the various barriers in effective listening. How would you overcome them ? 10
3. Distinguish between the following :
 - (a) Verbal and non-verbal communication. 5
 - (b) Internet and Intranet. 5
4. "Pen is mightier than sword". Explain this statement elaborating the strength of written communication. 10

5. Write short notes on the following : $2\frac{1}{2}\times 4=10$
- (a) PAC model of Transaction Analysis
 - (b) Informal communication
 - (c) Body language
 - (d) Tele-conferencing
6. (a) What are the points that interviewer should keep in mind while conducting interview ? 5
- (b) Explain the characteristics of a good speech. How would you make an effective speech ? Discuss. 5
7. What is a business report ? Enumerate its importance. Also elaborate the characteristics of a good business report. 10
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