

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

**Term-End Examination**

**December, 2011**

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

*Time : 2 hours*

*Maximum Marks : 50*

---

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

---

1. Do ethical and legal aspects of communication create problems for an organisation ? If yes, in which way, if no, why ? 10
2. Write a letter to a company conforming an order placed at your end. Assume a situation in relation to a business. 10
3. (a) What is paragraph writing ? 5  
(b) What do you understand by comprehension ? 5
4. Value, goal and vision motivates a personality, how ? What are the ways by which the motivated personality become an asset for the organisation ? 10

5. Briefly comment on the following : 5x2=10
- (a) A leader is made not born.
  - (b) Handshakes convey trust, create a wonderful feeling and facilitate relationship
6. (a) What is proposal ? How is it written ? 5
- (b) What are the advantages of presenting a data in tables ? 5
7. Write short notes : 5x2=10
- (a) Job interview strategy
  - (b) Precis writing
-