

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

**Term-End Examination
December, 2011**

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

Time : 2 hours

Maximum Marks : 50

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

1. "A cry of agony is more powerful than the tale of woe". Elaborate this statement in the context of non-verbal communication. State positive and negative gestures in non-verbal communication. 10

2. What is transactional analysis ? Explain it in detail. Also describe the three stages of PAC Model. 10

3. Distinguish between the following.
 - (a) Formal and Informal channels of communication. 5
 - (b) Horizontal and vertical communication. 5

4. What is the difference between internet and intranet ? Discuss the functions of internet and its uses. 10

 5. What is a project report ? Why is it prepared ? What guidelines should be followed while writing a project report ? 10

 6. "Talking and eloquence are not the same; to speak and to speak well are two things". Elaborate. Explain the characteristics of a good speech. Explain how to make an effective speech ? 10

 7. Explain the kinds of presentations in detail. Explain how is it different from speech ? 10
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