

**PG DIPLOMA IN RURAL BANKING
(PGDRBI)**

Term-End Examination

December, 2011

MCQ-039 : COMMUNICATION

80600

Time : 3 hours

Maximum Marks : 100

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

1. Give distinct features of communication. Explain various elements of communication process. 20

2. "The main purpose of a sales letter is to convert a reader into a customer." How is it achieved? As a sales officer of a company, write a letter to housewives to promote sale of an electric travel cooker that it has recently manufactured. 20

3. Explain meaning and nature of a report. Discuss various types of business reports. 20

4. Write short notes on the following : 5x4
 - (a) Barriers to communication
 - (b) Principles of effective writing.
 - (c) Persuasive letters
 - (d) Group Discussions.

5. (a) Explain the dynamics of a group communication in brief. 10
(b) Explain the importance of interpersonal communication. 10
6. Discuss the importance of written communication in business. Also explain the strength of written communication. 20
7. Distinguish between the following : 10x2
(a) Internet and Intranet
(b) Official letters and commercial letters.
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