

00218

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

Term-End Examination

June, 2011

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

Time : 3 hours

Maximum Marks : 100

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

1. (a) Communication facilitates all the functions of management, including planning, organising, instructing, coordinating and controlling. Explain the statement with suitable examples. **10**
- (b) Explain the importance of business communication. **10**
2. Non verbal communication is complimentary to verbal communication. Elaborate with the help of suitable example. **20**
3. (a) Public speaking requires special skills comment. **10**
- (b) List the guidelines for effective public speaking. **10**

4. Today no executive can survive without learning the art of making presentations. Do you agree ? Explain with the help of suitable examples. 20
5. (a) What is Notice ? How is it drafted ? 10
(b) Explain the difference between a Notice and a Circular. 10
6. Comment on the following :
- (a) An organisation has many levels of hierarchy. 10
(b) Effective listening contributes to the success of an organisation. 10
7. Distinguish between the following :
- (a) Formal and Informal communication. 10
(b) Good and bad letters. 10
8. Write short notes :
- (a) Guidelines for successful negotiations. 10
(b) Report writing. 10
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