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

**Term-End Examination**

**June, 2011**

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

*Time : 2 hours*

*Maximum Marks : 50*

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

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1. "Pen is mightier than sword." 10  
Explain this statement and elaborate the strength of written communication.
  
2. What are interpersonal communication skills ? 10  
Why are they so important in business ?
  
3. (a) Differentiate between Intrapersonal and interpersonal forms of communication. 5  
How are they important for effective performance of the employees of the organisation ?  
(b) Differentiate between oral and written forms of communication. 5

4. Discuss in detail about the feedback and evaluation techniques. 10
  5. How would you prepare for an effective presentation ? What are the elements of a good presentation ? 10
  6. Discuss the role of information technology in modern era with suitable examples. 10
  7. (a) Explain the meaning and nature of a report. 5  
(b) How would you summarise an annual report ? 5
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