

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

Term-End Examination

00967 **December, 2014**

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

Time : 3 hours

Maximum Marks : 100

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

1. What do you understand by verbal and non-verbal communications ? Explain the various forms of verbal and non-verbal communication. 20

2. What is listening comprehension ? Explain the process of listening. Also discuss the importance of good listening. 20

3. Write short notes on the following : 4×5=20
 - (a) Vocabulary building methods
 - (b) Rules for changing direct speech into indirect speech
 - (c) Reading comprehension
 - (d) Components of communication

4. Differentiate between the following with suitable examples : 2×10=20
- (a) Interpersonal and Intrapersonal communication
 - (b) Countable nouns and Uncountable nouns
5. What are the features of open ended questions and close ended questions ? Do you think open ended questions are very useful ? Give reasons and example to support your answer. 20
6. (a) Write a letter to M/s Mittal Book Depot, telling them that the book you ordered has arrived but eight pages are missing from it. Request them to replace the book. 10
- (b) Write a dialogue about asking the train schedules to New Delhi from Bengaluru at the railway station. 10
7. What is a paragraph ? Why are paragraphs used ? Explain how do you make your paragraphs flow. 20
8. Writing a resumé is a very important skill. Discuss. Explain the important points to be taken care of while preparing a resumé. 20
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