

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

**Term-End Examination**

**00540**

**December, 2014**

**BRS-008 : BUSINESS COMMUNICATION-II  
(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. If you were a senior executive in a business company, what tips would you give your juniors so that they become effective communicators at the workplace ? 10
  
2. Discuss, giving examples, the different types of internal communication at the workplace. 10
  
3. You have been sent on a training course on *Communication Skills for Better Selling*. Prepare a presentation for your colleagues informing them about the highlights of the course, what you gained from it and how it would impact your professional development. You may write about 150 words. 10

4. Enumerate the different types of reports with examples. What are the characteristics of a good report ? 10
  5. What is teleconferencing ? Why is it important to use this tool in modern day business ? 10
  6. What are the different types of non-verbal communication ? What advice would you give to your juniors to sharpen their non-verbal communication at the workplace ? 10
  7. You have come across a newspaper advertisement for a job in a multinational company. Prepare an application for the job while including relevant factors such as the nature of the job and why you are interested in it. Give details of your qualifications and experience and how you could contribute to the position. 10
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