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

**Term-End Examination
June, 2012**

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

Time : 2 hours

Maximum Marks : 50

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

1. "Body language speaks candidly where words fail to convince". Justify the statement with real life situations. 10
2. What are the various procedures adopted in an office for expediting the communication process ? 10
3. (a) Letter writing is a science or an art. Comment. 5
(b) Describe the various steps to plan a letter. 5
4. What do you mean by Group Discussion (GD) ? What are the process of conducting GD ? Discuss. 10

5. Briefly comment on the following : 5x2=10

- (a) Good personality is acquired or inborn.
- (b) Listening plays an important role in the interactive process.

6. Write short note : 5x2=10

- (a) Dress code
- (b) Body language

7. Distinguish between the following : 5x2=10

- (a) Upward Vs Downward Communication
 - (b) Rough Draft Vs Final Draft.
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