

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

00875

**Term-End Examination**

**June, 2012**

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

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt **any five** questions.*

*All questions carry **equal** marks.*

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1. Effective communication has always been essential for success in business. Explain this statement in detail. Also explain the features of communication. 20
  
2. "A cry of agony is more powerful than the tale of woe". Elaborate this statement in the context of non-verbal communication. State positive and negative gestures in non-verbal communication. 20
  
3. Distinguish between the following : 10x2=20
  - (a) Complementary transaction and crossed transaction.
  - (b) Presentation and speech.

4. Write short notes on the following : 5x4=20
- (a) Memo
  - (b) Mobile communication
  - (c) WWW
  - (d) Interpersonal communication
5. What are the factors that affect presentation ? 20  
Explain. How would you strategise for effective presentation ?
6. Explain the meaning and purpose of an annual report. How would you summarise annual report ? Give suitable example to support your answer. 20
7. "The information technology revolution has transformed the business communication with manifold and multi dimensional effects". 20  
Comment upon the statement.
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