

**B.A. FMP/FD SEMESTER II**

**Term-End Examination**

**June, 2012**

**BFD-010 : COMMUNICATION SKILLS**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer any 9 Questions. Question one is compulsory.*

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1. Answer *any four* : **4x5=20**
  - (a) What is Business Communication ?
  - (b) Explain the meaning of Non -verbal communication.
  - (c) What is a jargon ?
  - (d) What is Business letter ?
  - (e) What is the role of listening in communication ?
  
2. What are the principles of effective communication ? Describe briefly seven C's of communication. **10**
  
3. Differentiate between : **2x5=10**
  - (a) Verbal and non - verbal communication
  - (b) medium and channel

4. Explain the barriers to listening. 10
  5. What is noise ? Explain various types of noises. 10
  6. Describe how can listening be made effective. 10
  7. What is the importance of dress code in an interview ? 10
  8. Discuss in detail the characteristics of business reports. What are the steps involved in report writing ? 10
  9. Outline the process of communication. Explain why is feedback important ? 10
  10. Rewrite following sentences into "You-attitude" : **4x2.5=10**
    - (a) I want to send my congratulations for your 25<sup>th</sup> marriage anniversary.
    - (b) We Pay 8% interest on fixed deposits.
    - (c) We allow 2 percent discount for cash payments.
    - (d) We hope to have the pleasure of showing you what we think is the finest assortment of Italian boots in the city.
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