

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

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 100

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

1. (a) Communication is the life blood of an organisation. Elaborate the statement with suitable examples. 20
(b) Explain one way and two way process of communication.
2. What is meant by gateways to communication. 20
Elaborate a few gateways to communication.
3. Internet, if wisely used, can become the most powerful tool of mass communication as well as personal communication. Explain. 20
4. What is reading efficiency ? How will you improve reading efficiency ? 20

5. What is meant by communication barriers? How and why do they occur? 20
6. Briefly **comment** on the following: 10+10
- (a) Verbal communication involves oral and written communication.
 - (b) Communication is most often distorted by noise.
7. **Distinguish** between the following: 10+10
- (a) Inward and outward communication
 - (b) Good and Bad Listening
8. Write **short notes** on the following: 10+10
- (a) Effective communication
 - (b) Media of mass communication
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