

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

**Term-End Examination**

**June, 2014**

**BRS-005 : BUSINESS COMMUNICATION - I  
(LANGUAGE 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. How is communication in the business world different from our daily life ordinary communication ? Discuss in about 150 words. **10**
  
2. Imagine you work in a multinational company and have been transferred to U.S.A. You have to adjust yourself culturally to the new environment. Which aspects of the local culture would you concentrate on in order to adapt, especially in your business environment ? **10**
  
3. It is recession time and your company is having an austerity drive. Write a memo to all the members of the staff, suggesting ways of economizing on the use of paper, electricity etc. **10**

4. You are working for an IT company which deals with assembling and selling computers. Your company plans to introduce a low - priced lap top for the student population. You are the Assistant Manager and the MD has asked you to conduct a market survey asking the opinion of 150 students randomly selected from the local university in your city. Prepare the outline of a report presenting and analysing the findings of your survey. **10**
5. Write short notes on : **5x2=10**
- (a) The need for soft skills in a business environment.
  - (b) How can the barriers to communication be removed ?
6. Leadership in the present context is not only about leading from the front but also actively taking advise and inputs from your subordinates. Discuss. **10**
7. You have applied for a job and your prospective employer has asked you to prepare a presentation on **any one** of the following : **10**
- (a) Your career so far
  - (b) The history of your sector/type of business
  - (c) Your remarkable achievements (personal, educational and official)
- Write the draft of the presentation.
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