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

Term-End Examination

June, 2014

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

Time : 2 hours

Maximum Marks : 50

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

1. If you want to improve your communication skills, what are the key areas you should focus on. Discuss. 10
2. Write about some of the performance measures you would develop in order to gauge the success of your communication strategies. 10
3. Discuss the strategies that you would use in order to deal with the following customers : 10
 - (a) Irrate
 - (b) Passive
 - (c) Talkative
 - (d) Aggressive
4. How would you define a portfolio ? What is the basic difference between a portfolio and resume ? 10

5. The ability to make 'small talk' is highly valued even in the business sphere. Discuss some of the *safe* as well as *unsafe* topics of conversation in a business set up. 10
 6. What is the difference between "soft" skills and "hard" skills? Do you think "soft" skills are of as much importance as "hard" skills at the workplace ? 10
 7. In order to be effective in business, it is not only important to be a good speaker but also a good listener. How would you develop both these abilities ? 10
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