

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

Term-End Examination

December, 2010

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

Time : 3 hours

Maximum Marks : 100

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

1. Communication is the sum of all the things a person does when he wants to create an understanding in the mind of another. It involves a systematic and continuous process of telling, listening and understanding. Explain it with relevance to business. Communication with the help of scenario . 20
2. What is meant by Business Communication Barriers ? How and why they occur ? 20
3. What are the elements of presentation ? How to make a successful presentation ? 20
4. (a) While drafting a report, what technicalities should be kept in mind ? 10
(b) Different types of business report. 10

5. (a) How does a candidate become a leader of the discussion in a group ? 10
- (b) Comment on the importance of body language for being successful in a group discussion. 10
6. Briefly comment on the following :
- (a) Communication is a multi - directional activity. 10
- (b) Internet if wisely used can become a most powerful tool of business communication. 10
7. Distinguish between the following :
- (a) Oral and written communication. 10
- (b) Active listening Vs. Supportive listening. 10
8. Write short Notes :
- (a) Essentials of business letter.4 10
- (b) Notice of the Annual General Meeting. 10
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