**BUSINESS COMMUNICATION**

**Submitted by: - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Max. Marks: - 100**

**All the questions are compulsory. *All the five questions shall be of 20 marks each.***

Q1 (a) Why has our economic growth not yielded fuller satisfaction?

(b) How is the second type of letter of application better then the first?

Q2 (a) In what way a participant can contribute to the smooth conduct of a meeting?

(b) How does an outline help a report writer to arrange his material suitably?

Q3 (a) Why do engineers and scientists need training in report writing?

(b) In what way is the structure of a sales letter similar to an advertisement?

Q4 (a) Why do businessmen attach a great deal of importance to letter writing?

(b) What are the various communication facilities that internet provides to a professional?

Q5 (a) What do you understand by the term ‘semantic gap’? Give examples to illustrate your answer.

(b) Describe the characteristic features of a business letter. In what respect does it differ from other type of letter?