

Roll No.....

MMS/D-12
Business Communication
Paper: CP-105

Total Pages: 2
13572

Time: Three Hours]

[Maximum Marks: 70

PART-A

Note: Attempt any eight questions from this part. Each question carries 5 marks.

1. Discuss the elements of Communication Process.
2. What socio-psychological factors cause barriers to effective communication?
3. What are the strategies for improving organizational communication?
4. Discuss the characteristics of business writing.
5. Discuss the important principles to be kept in mind while drafting business reports.
6. Discuss the importance of space distancing in a corporate culture.
7. Why written communication is preferred over oral communication in business organizations?
8. Discuss the essentials of a good presentation.
9. Explain the characteristics of good public speech?
10. Explain the following in short :
 - (a) What are the new trends in business communication?
 - (b) Discuss the linear model of communication.

PART-B

Note: Attempt any three questions from this part. Each question carries 10 marks.

11. "It is the feedback that completes the process of communication." Elaborate.
12. Which 'Model of communication' would you recommend for the latest trends prevailing in corporate world?
13. 'A business letter is the most significant form of written communication.' Explain
14. Do you agree with the view that there is high correlation between listening and intelligence? Explain.
15. Write short answers of the following:
 - (a) What are the barriers to oral communication?
 - (b) Explain the changing paradigms of business communication.