

MMS/D06
Business Communication
Paper Cp -105

Time : 3 Hours

MM:70

Note:- Attempt Five questions in all, Question No. 1 is compulsory. All questions carry equal marks.

- 1 Define the following :
 - (a) Communication
 - (b) Verbal Communication
 - (c) Listening
 - (d) Filtering
 - (e) Agenda
 - (t) Public Speaking
 - (g) Commercial Letters.
2. "Communication is sharing of understanding." Comment.
3. What are the different forms of oral communication? How can oral communication be made effective?
4. How do the personal opinions and prejudices of various individuals act as barriers to effective communication? Illustrate your answer with suitable examples.
5. TELCO Company has asked you to conduct a survey for the launching of their new product TATA Indigo. You have already conducted the survey but did not send the survey report till date. Write it now and send it with all details.
6. What preparations are required to be done by an interviewer and interviewee before an interview? Also explain how should interviewee conduct himself / herself during an interview. Support your answer with examples.
7. How can listening improve the employer-employee relationship?
Discuss the ways in which a person can learn the art of listening.
8. Discuss the characteristics of a good Speech. What points should be kept in mind while drafting the effective public speech?