

MMS/D08
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. Answer the following:
 - (a) Define communication.
 - (b) What is decoding?
 - (c) Selective telling is
 - (d) Levelling in business writing is
 - (e) The purpose of executive summary in a business report is
 - (f) Minutes of a meeting include
 - (g) Clarity in written communication is built through
2. What are effective communication skills? How do these help in improving communication? Elaborate.
3. Explain the importance of non verbal communication in business organizations. Briefly explain the different elements of this communication.
4. Write a note upon principles of effective business writing.
5. What is a report? Elaborate the parts of a long academic report.
6. How can listening be improved? Discuss the role of different factors in it.
7. Explain the process of conducting effective meetings.
8. What are the organizational barriers to communication? Explain with the help of suitable examples.