

MMS/D-15
BUSINESS COMMUNICATION
PAPER-CP-105

Time Allowed: 3 Hours

Maximum Marks: 70

Note: Attempt any eight questions from Part-A of 5 marks each and three questions of 10 mark each from Part B.

PART-A

1. Define Communication. Also discuss its objectives.
2. Communication is not complete till it is received, understood and acted Upon'. Elucidate.
3. Define Communication Barrier. Discuss various Psychological Communication barriers.
4. Discuss Murphy model of Communication.
5. Define the purpose and principles of effective Writing.
6. Define Body Language and the dimensions of Organizational body language.
7. "Effective Listening skills play a key role in Oral Communication." Discuss. Also define various barriers to Listening.
8. Define Interview. Briefly explain promotion interview, exit interview and stress interview.
9. Discuss various Legal aspects of Business Communication.
10. Explain the various upcoming trends in Business Communication.

PART-B

11. Briefly explain the various elements of Communication Process. Discuss various models of Communication process. Also differentiate between linear and Non-linear models.
12. Explain various forms of Business Communication. Discuss 3*3 writing process for the Business Communication and factors affecting the process.
13. Differentiate the following ;
 - (a) Written and Oral Communication.
 - (b) Verbal and Non-verbal Communication
14. Elaborate some guidelines relevant in drafting Business letters. Also write a letter to a candidate who has appeared for an interview and has been short listed to report.
15. Write notes on the following (any two) ;
 - (a) Presentation
 - (b) Negotiation and its strategies
 - (c) Ethics in Business Communication.

