

MMS/D-16
BUSINESS COMMUNICATION
PAPER-CP-105

Time Allowed: 3 Hours

Maximum Marks: 70

Note: Attempt any eight questions from Part- A and any three from Part-B.

Part-A

1. Define organizational communication. Also discuss its significance in an organization.
2. Name various communication barriers and ways to overcome these barriers.
3. Define Berol's model of communication.
4. Discuss various principles of effective writing.
5. Effective listening plays a key role in effective communication. Discuss.
6. What according to you are the dos and don'ts in facing an interview panel?
7. What is oral communication? Also discuss the principles of oral communication.
8. Discuss various legal issues involved in business communication.
9. Write a note on present trends in business communication.
10. Define body language and its importance in non-verbal communication.

Part-B

11. Define communication process and its various models along with their relative advantages and disadvantages.
12. Define written business communication. Discuss 3*3 writing process for business communication and factors influencing this process.

13. Differentiate the following :

- (a) Linear and Non-Linear Models
- (b) Verbal and Non-Verbal Communication.

14. Define Business Letters and guidelines relevant in drafting such letters. Draft a letter to all the members of a committee intimating the date, venue and agenda for the next meeting.

15. Write notes on following (any two) :

- (a) Negotiation and its strategies
- (b) Business etiquettes
- (c) Ethics in Business Communication.