

MMS/DX-6178

CP-105: Business Communication

Time : 3 Hours

Maximum Marks : 70

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

Q-1 Explain the following in ten lines only:

- a) Internal Vs External Communication.
- b) Semantic barriers.
- c) Active listening.
- d) Characteristics of a good report.
- e) The don'ts of business letters.
- f) What are the important 'C's of communication.
- g) Importance of Body Language during interview.

Q-2 Define communication and explain the process of communication.

Q-3 Explain communication skills. How such skills could be made effective?

- Q-4 In oral communication, role of 'voice' is very important. How we can improve the same for effective communication?
- Q-5 How does communication depend upon the attitude of a person towards oneself and towards others?
- Q-6 "That writer does the most, who gives the reader the most information and takes from him the least time."
(Charles C. Colton) Comment in light of effective writing.
- Q-7 Decide what material, if any, you should place in the appendix of you final report. Why would you not include this materiál somewhere with body of your report? If it is placed in the appendix, who would you use the material and for what purpose?
- Q-8 Write short answer of the following:
- a) Major points to be kept in mind for Public Speaking.
 - b) The Mole of effective communication in negotiations.