

Roll No.....

MMS—I/D-14
BUSINESS COMMUNICATION
Paper—CP-105

13571

Time Allowed : 3 Hours]

[Maximum Marks : 70

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

Compulsory Question

1. Write short notes on the following:

- (a) Oral Communication.
- (b) Gap analysis.
- (c) Body Language.
- (d) Negotiation.
- (e) Public speaking as an Art.
- (f) Hearing vs. Listening.
- (g) Exit Interview. 7x2=14

2. Define Business Communication. Elaborate the various steps involved in the process of Communication. 14

3. List out various Physical, Psychological and Mechanical factors that affect Communication. 14

4. What are the various types of Non-verbal Communication? How can Non-verbal Communication be used effectively? 14

5. List out various Barriers in Communication. How can these barriers be minimised? 14

6. Discuss various Do's and Don't of Business writing. Call for an explanation from your cashier who has been repeatedly coming late to the office? 14

7. Write notes on the following

- (a) Effective delivery of a speech is as important as the content. Substantiate. 7x2=14
- (b) Stress Interview.

8. Why it is important for successful negotiators to follow Win -Win approach? Also discuss Do's and Don'ts of negotiation. 14