

MMS/D07
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 Define the following:
 - (a) Downward communication.
 - (b) Agenda for meeting.
 - (c) Audience analysis.
 - (d) Gateways in communication.
 - (e) NO! -verbal communication.
 - (f) Negotiations.
 - (g) Oral presentation.
- 2 "Communication is the sum of all things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding". . Discuss.
- 3 Explain the significance of Written communication. How can written communication be made more effective?
- 4 What are Semantic barriers to effective communication; ? How can they be overcome?
- 5 "Above all, a commercial letter must be designed to make easy reading". Discuss with suitable illustrations.
- 6 Your company's baby food is facing competition from a rival product introduced recently. You have been asked to visit the southern zone and investigate the matter. Prepare a report containing your findings' to be submitted to the chairman.
- 7 Explain factors which influence effective oral listening, written listening and video-session listening exercises.
- 8 What is meant by Conducting an interview? What are various steps involved in conducting an interview? Explain.