

AS/2051

1066/MH

BHM-206- BUSINESS COMMUNICATION
SET-2

Time Allowed: Three Hours

Maximum Marks 75

Note:- There are three sections A, B and C

Section A has four questions and candidates are required to attempt **one** question of 15 marks and **one** question of 10 marks.

Section-B has four questions of 10 marks each out of which candidate has to attempt any **two**.

Section -C has 15 questions of 2 marks each. Section C is compulsory.

Section-A

1. Discuss the various modes of business communication.
2. What are the principles of effective communication.
3. Explain listening in detail, with its various levels and types.
4. Discuss the meaning and importance of business communication.

Section-B

1. What is non verbal communication. Discuss its major types.
2. Explain the need and importance of telephone skills.
3. List down any five key principles of business letter writing and explain the different parts of business letter.
4. Describe some common phonetic difficulties which a person faces when he interacts with people from different culture.

Section-C

1. Kinesics
2. Press release
3. Conversation building
4. Effects of noise on communication
5. Persuasive letter
6. Upward communication
7. Objectives of good communication
8. Art of self presentation
9. Feed back
10. Business etiquette
11. Direct and indirect speech
12. Encoding and decoding process in communication
13. Gestures
14. Basic parts of speech
15. Sign language