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Total No. of Pages : 02

Total No. of Questions : 09

BHSRM (2014 & Onwards) (Sem.-3)

BUSINESS COMMUNICATION

Subject Code : BHSRM-305

M.Code : 70638

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION A

1. Answer briefly :

a) Define the term formal Communication. b) What is Inter-personal Communication? c) Explain the term Vertical Communication. d) Define the term Proxemics. e) Define the term Resume. f) What is Sales-Letter? g) Define the term Manners. h) What do you mean by Inquiry Letters? i) Define the term Verbal Communication. j) Explain the meaning of Conflict Management.

SECTION-B

2. Distinguish between One-Way and Two-way Communication.
3. Explain the functions of Business Communication.
4. What are the essentials of a Report Writing?
5. Discuss the process of Business-Communication.
6. Explain the Concept of kinesics with examples.

SECTION-C

7. Discuss the meaning, role and importance of Business Communication.
8. Draft a Resume for the Post of Marketing Executive in a Telecom Company.
9. Discuss the Importance of Communication in Negotiation of an Important Project Deal.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.