

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BHSRM (2012 & Onwards) (Sem.-3)

BUSINESS COMMUNICATION

Subject Code : BHSRM-305

Paper ID : [G1174]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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

Q1) Answer briefly :

- (a) What is the role of communication in a business organisation?
- (b) What is grapevine?
- (c) Differentiate between formal and informal communication.
- (d) Define negotiation.
- (e) Differentiate between vertical & horizontal communication.
- (f) What is proxemics?
- (g) What are kinesics?
- (h) What is conflict management?
- (i) Draw the process of communication.
- (j) Discuss the importance of dressing during an interview.

SECTION B

- Q2) Explain the different types of communication.
- Q3) Explain the various principles of letter writing.
- Q4) Discuss the importance of communication in negotiation.
- Q5) Differentiate between Japanese and American Work Culture.
- Q6) Pen down the steps of Resume Writing.

SECTION C

- Q7) Explain the different types of letters.
- Q8) What is communication? Explain the barriers of communication and various communication Models.
- Q9) Your firm occupies a suites of offices in a rather old building. Many of the rooms are small and the corridors are dark. You have been asked by the M.D to consult with the chief accountant, sales manager and purchasing manager and gather suggestions concerning the advisability of turning the area into an open-plan office. Draft a suitable report using appropriate headings.