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Total No. of Pages : 02

Total No. of Questions : 09

BRDM (2013 Batch) (Sem.-2)
BUSINESS COMMUNICATION-II

Subject Code : BRDM-204

Paper ID : [G1160]

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

Q1. Write short notes on the following :

- a) What is communication?
- b) Explain the importance of body language while delivering presentation.
- c) What is PPT?
- d) What is E-mail?
- e) What is NVC?
- f) Who is agent?
- g) What are the characteristics of effective communication?
- h) Explain the importance of reading and writing skills.
- i) What is CV?
- j) What is notice?

SECTION-B

- Q2. Explain the basic model of communication.
- Q3. How to draft a good CV?
- Q4. What is extempore speaking?
- Q5. What is effective business communication?
- Q6. What should be included in writing inter office memorandums?

SECTION-C

- Q7. Explain Medias of communication and at least five ways to improve and handle barriers for effective communication in business organization.
- Q8. Explain importance of reading and listening skills. How one can improve both the skills to have better business communication.
- Q9. Write a letter of application along with your Curriculum Vitae (CV) for the job in response to the following advertisement :
Position : Lab assistant. Job description: Attending telephone calls, answering enquiries of guest. Requirement: Graduate in Humanities, good communication skill, fluency in English, Hindi.

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