



SN – 381

-31-

III Semester B.B.M. Examination, Nov./Dec. 2013
(2012-13 Only) (Repeaters)
BUSINESS MANAGEMENT
3.2 : Business Communication

Time : 3 Hours

Max. Marks : 100

Instruction : Write only in **English** medium.

SECTION – A

Answer **any eight** sub-questions. **Each** sub-question carries **two** marks. (8×2=16)

1. a) What is upward communication ?
- b) What is non-verbal communication ?
- c) Distinguish between formal and informal communication.
- d) What does 'PROXEMICS' mean ?
- e) What is body language ?
- f) What is appraisal interview ?
- g) What is advisory committee ?
- h) State the types of reports.
- i) What is complimentary close ?
- j) Expand ISDN and CCTV.



SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks. (3×8=24)

2. Distinguish between formal and informal communication.
3. Briefly explain the psychological barriers to communication.
4. Write suitable points on 'selection interview'.
5. Explain the various types of listening.
6. Write a brief note on parts of business letters.

P.T.O.



SECTION – C

Answer **any four** questions. **Each** questions carries **fifteen** marks : **(4×15=60)**

7. Discuss the importance of listening in meetings and conferences.
 8. Explain the features of modern communication devices.
 9. Discuss personnel letters :
 - a) Calling for interview
 - b) Appointment letter and
 - c) Termination order.
 10. Write an enquiry letter :
 - a) Asking for quotations
 - b) Bargaining letter and
 - c) Getting back customers.
 11. Explain the basic principles of report writing :
 - a) Preparatory steps
 - b) Elements of styles and
 - c) Writing the reports.
-