

Roll No.

Total Pages : 03

OMBCE/M-20

12434

BUSINESS COMMUNICATION-II

BC-201

Time : Three Hours]

[Maximum Marks : 80

Note Attempt Five questions in all including One which is compulsory. All questions carry equal marks.

1. Briefly explain the following :
 - (a) Final draft of business letter
 - (b) Bad news letters
 - (c) Principles of oral presentation
 - (d) Letter of application
 - (e) Interview
 - (f) CulturalSensitiveness.

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2. What is Communication? What purposes do communications serve in an organisation? What are principles of an effective communication?
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3.

- (a) Sales letters
- (b) Office memorandum

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4. What is a Business Report? Briefly explain the following :

- (a) Short Report
- (b) Formal Report
- (c) Proposal.

5. What are the basic principles of oral presentation? Describe.

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6. Write a detailed note on non-verbal aspects of communicating.
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7. Elaborate the following :
(a) Interview Skills
Resume Writing.
8. What is International Communication. Discuss the specific factors to be considered while writing for international
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9. Write notes on the following :
(a) Cultural Sensitiveness
(b) Presenting in international situation.