

Roll No. ....

Total Pages : 2

UCMS/D-19

13481

**BUSINESS COMMUNICATION**

Paper-CP-105

Time Allowed : 3 Hours]

[Maximum Marks : 70

Note: There are 15 questions in all. Part-A contains 10 questions of 5 marks each and Part-B contains 5 questions of 10 marks each. Attempt 8 questions from Part-A and 3 questions from Part-B.

**PART-A**

1. Define communication? List out various stages involved in communication process?
2. Define business letters? List out guidelines relevant in drafting any business letter?
3. Define silence as a form of communication?
4. Discuss how offensive style is the greatest barrier to communication?
5. Define negotiation? Discuss the stages involved in negotiation process?
6. Define body language? Discuss its role in effective communication?
7. "Public speaking is an art." Discuss?
8. Discuss the Berol's model of communication?

9. Discuss the role of ethics in business communication?
10. Discuss various ways to overcome communication barriers?

**PART-B**

11. Define communication process? Why feedback is necessary to complete the communication process?
12. Call for an explanation from your cashier who has been repeatedly coming late to the office?
13. Write notes on following—
  - (a) Organizational communication.
  - (b) Principles of effective writing.
14. (a) discuss various types of negotiation.  
(b) Write a note on misrepresentation and fraud.
15. Discuss the changing paradigms of business communication with reference to use of technology in organizational communication.

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