

Roll No.....

13236

Printed Pages : 2

MMS/D-13

**BUSINESS COMMUNICATION**

**Paper-CP-105**

Time allowed : 3 hours]

[Maximum marks : 70

**Part-A**

*Note : Attempt any **eight** questions from this part. Each question carries 5 marks. 5×8=40*

1. Briefly discuss scope and importance of communication.
2. Explain various measures to be taken to avoid Communication Barriers.
3. Discuss Berol's model of Communication.
4. Discuss communication structure in an organization.
5. Briefly explain the principles of effective writing.
6. It is always better to have written communication in Business ? Why ?
7. Write notes on following :
  - (a) Public speaking
  - (b) Silence as Communication.
8. Discuss the relevance of ethics in Business Communication.
9. Discuss various contemporary issues in Business Communication.

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10. Discuss the following :

- (i) Conflict and Negotiation skills
- (ii) Legal aspects of Business Communication.

**Part-B**

*Note : Attempt any **three** questions from this part. Each question carries 10 marks. 3×10=30*

11. Explain the process of communication comprehensively. Also discuss various Physical and Psychological Barriers related to communication.
12. Explain the concept of Non-Linear model in communication. Also differentiate Linear and Non-Linear Communication models.
13. Explain the importance of communication in management. Discuss various strategies for improving organizational communication.
14. Write notes on following :
  - (a) Barriers of oral communication
  - (b) Body Language.
15. (a) Discuss the characteristics and purpose of Business writing.  
(b) Briefly explain various skills of communication.

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