

BHHM-17
June - Examination 2016
BHHM Pt. III Examination
Business Communication
Paper - BHHM-17

Time : 3 Hours]

[Max. Marks :- 100

Note: The question paper is divided into three sections A, B and C. Write answers as per given instructions.

Section - A

10 × 2 = 20

(Very Short Answer Questions)

Note: Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) (i) What do you mean by non verbal communication?
- (ii) Write the name of any two theories of communication.
- (iii) Write any four essentials of good communication system.
- (iv) What do you mean by communication skills?
- (v) Write any two forms of written communication.
- (vi) What is meant by body language?
- (vii) What is motivation?
- (viii) What is E-marketing?

- (ix) What is “POPTA”?
- (x) Explain different types of GD.

Section - B**4 × 10 = 40**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 10 marks.

- 2) Write a note on the nature and scope of communication.
- 3) What relationship exists between self-development and communication? Is self-development possible through communication?
- 4) What is communication process? Explain various steps involved in the process of communication.
- 5) Do you agree that most organizational problems arise due to ineffective communication? Discuss.
- 6) What do you mean by Business letters? Explain the planning phase of business letter.
- 7) What is disaster planning? How does one can manage disaster during the presentation?
- 8) Define negotiation and factors affecting negotiation.
- 9) What do you mean by listening? Explain different types of listening.

Section - C**2 × 20 = 40**

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 20 marks.

- 10) Explain in brief the various types of communication along with its merits and demerits.
 - 11) What are non-verbal aspects of communicating? Distinguish between verbal and non-verbal communication.
 - 12) Explain fundamental principles of interviews and also explain the way to close the interview.
 - 13) What is ethics? What are the basic characteristics of ethics?
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