

BHHM-17
June - Examination 2017
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) Write any four essentials of good communication system.
- (ii) What do you mean by Non verbal communication?
- (iii) Write the name of any two theories of communication.
- (iv) What do you mean by communication skills?
- (v) Write any two forms of written communication.
- (vi) What do you mean by oral communication?
- (vii) Explain characteristics of an interview.

- (viii) What is ethics?
- (ix) What is presentation?
- (x) What is Group Discussion?

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) Explain in brief the barriers of communication. Also suggest measures to overcome these barriers.
- 3) What is informal communication? Distinguish between formal and informal communication.
- 4) Explain the essential of good communication system.
- 5) Explain the advantage and disadvantage of written communication.
- 6) What do you mean by Business letters? Explain the planning phase of business letter.
- 7) Define negotiation and factors affecting negotiation.
- 8) What do you mean by listening? Explain different types of listening.
- 9) What is disaster planning? How does one can manage disaster during the presentation?

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) What are Non-verbal aspects of communicating? Distinguish between verbal and Non-verbal communication.
 - 11) Explain in brief the various types of communication along with its merits and demerits.
 - 12) How can technological advances help make communication more effective? How do you think technology affects the ethics of communication?
 - 13) Explain the relationship between verbal and non verbal communication. Discuss functions and significance of non verbal communication.
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