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# B.Sc.(ATHM) (2013 to 2017) (Sem.-3) BUSINESS COMMUNICATION

Subject Code: BTA-14 M.Code: 70448

Time: 3 Hrs. Max. Marks: 60

## **INSTRUCTION TO CANDIDATES:**

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
- 3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

## **SECTION-A**

## 1. Answer briefly:

- i. Business
- ii. Report
- iii. Kinesics
- iv. Vertical communication
- v. Workshop
- vi. Inquiry appeals
- vii. Coding of message
- viii. Cross cultural communication
- ix. Meeting
- x. Non verbal communication

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## **SECTION-B**

- 2. Discuss the role of media in business communication.
- 3. Write a sales letter for a product.
- 4. How is dressing/manners important in business communication?
- 5. Elucidate the functions of communication.
- 6. Discuss the nature and need of negotiation.

## **SECTION-C**

- 7. What do you understand by presentation? Discuss the elements required while designing one.
- 8. Discuss various communication models in business communication.
- 9. Throw light on:
  - i. Group and mass communication
  - ii. Verbal and non verbal communication

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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