

Roll No. 

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Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(ATHM) (2014 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. Explain briefly :**

- a) Conflict management
- b) Kinesics
- c) Conference
- d) Visual aids
- e) One way communication
- f) Cross culture communication
- g) Press release
- h) Inquiry appeal
- i) Media Interview
- j) Workshop

### SECTION-B

2. What is the importance of Non verbal communication?
3. What all points should we keep in mind for Resume writing?
4. What is Presentation and what are its elements?
5. Define the role and process of Business communication.
6. Define Group communication with its objectives.

### SECTION-C

7. Define communication. What is its importance? What are barriers to effective communication?
8. A bollywood actor visited your city to inaugurate a school for specially abled children. As a reporter of HT write a report in 150 words for the same.
9. What is Negotiation? What is its need? What are the factors affecting negotiation?

**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.**