

Roll No. 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

Total No. of Questions : 09

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

Subject Code : BTA-14

Paper ID : [C1153]

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****Q1) Answer briefly :**

- (a) Discuss the importance of communication.
- (b) What is cross cultural communication?
- (c) What is adjustment letters?
- (d) What is press release?
- (e) Differentiate between vertical & horizontal communication.
- (f) What is the role of Kinesics in communication?
- (g) What is the difference between seminar and workshop?
- (h) Discuss the importance of dressing during an interview.
- (i) Draw the process of communication.
- (j) What are the various steps of planning a meeting?

### SECTION-B

- Q2) Discuss the various types of communication.
- Q3) What is visual aid? Discuss the various types of visual aids.
- Q4) What is media management?
- Q5) What is negotiation? Discuss the nature, need and factors affecting negotiation.
- Q6) Discuss the various business etiquettes.

### SECTION-C

- Q7) What are the various principles of Letter Writing? Discuss the various types of business letters.
- Q8) Discuss the role, functions, essentials, barriers and Models of communication in business organization.
- Q9) What is group communication? How the meetings can be planned and the various types of media can be used for communicating with the masses?