

Roll No. 

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Total No. of Pages : 02

Total No. of Questions : 09

**BRDM (2013 Batch) (Sem.-2)**  
**BUSINESS COMMUNICATION-II**  
Subject Code : BRDM-204  
Paper ID : [G1160]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

**SECTION-A****1. Write short notes on the following :**

- a) Role of voice in communication.
- b) Intrapersonal communication.
- c) Explain extempore speech.
- d) What is memorandum?
- e) Draw the basic model of communication
- f) Importance of group discussion.
- g) Define precise writing.
- h) Problems in Downward communication.
- i) Role of tele-conferencing in communication.
- j) Explain various personal barriers.

## SECTION-B

### Unit-I

2. Explain the problems which affect the flow of information in the organization & also state measures to overcome this problem.
3. *“Communication without words is more sensitive than communication with words”*. Comment.

### Unit-II

4. What is group discussion? What are the main things to keep in mind for effective group discussion?
5. Draft the memorandum to the office staff on how to conduct them while answering telephone.

### Unit-III

6. *“If you can't listen to other person you cannot develop a good communication with that person”*. Explain the statement and also state how a person can be good listener.
7. 'An application of job is a letter of sales'. Comment on the statement.

### Unit-IV

8. Discuss various important methods of making advertisement effective. Also state the role of direct advertisement on sales of a business.
9. How would you draft a CV for your application for a job? Explain the difference between CV & Resume.