

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**M.Sc.(SIM) (Sem.-1)**

## **BUSINESS COMMUNICATION & CROSS CULTURAL MANAGEMENT IN SERVICE INDUSTRY**

**Subject Code : PGS-107**

**Paper ID : [F0404]**

**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 :**

- a) Define communication cycle.
- b) Define persuasion as a communication adjective.
- c) What is an open door policy?
- d) Explain status consciousness.
- e) What is meant by courtesy?
- f) Difference between formal & informal communication.
- g) Central approach of communication.
- h) What do you mean by Memorandum?
- i) What is extempore speaking?
- j) Define cross culture communication.

### SECTION-B

2. Explain how a Business communication is an important factor for effective results. Also describe the model of communication process.
3. Explain the communication media which result in the immediate clarification of content. State its disadvantages for business.
4. Which communication follows rigid path for sending message in the organization? Illustrate different types of this communication.
5. *“Interpersonal communication has an emotional appeal”* Comment on this statement & also explain various functions of interpersonal communication.
6. Communication without word is more sensible than communication with words. Explain.

### SECTION-C

7. *“Proper identification of barriers is important for business communication”*. Explain the statement with various barriers and means to overcome.
8. *“Delivering information to different mind with different culture is not easy”* Comment on the statement with various sources of difficulties in cross culture communication.
9. *‘An application for job is a letter of sales’*. Discuss.