

[This question paper contains 2 printed pages.]

Sr. No. of Question Paper : 6063

Your Roll No.....

Unique Paper Code : 248104

Name of the Paper : Business Communication

Name of the Course : **B.A. (Hons.) Business Economics, 2016**

Semester : I

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **Seven** questions in all.
3. Question No. 1 is compulsory.

1. Write short notes on any **Three** of the following : (3×5=15)

(a) Physical Barriers and Transmission Loss in communication

(b) The AIDA Approach

(c) Role of Time and Space in effective communication

(d) Interview Strategies

(e) Gender Stereotypes at workplace

2. Differentiate between upward, downward and horizontal communication. List any two limitations of each. Can downward communication play an effective and supportive role in an organization ? (10)

P.T.O.

3. Write a bad news letter as the Sales Manager of *Splendid Flooring* informing a customer about the cancellation of his order due to non-payment of bills. (10)
4. You are the Head, Technological Department, *TECH Supreme Pvt. Ltd.* While taking a routine round in the computer lab you noticed that certain hardware devices such as keyboards, screens, hard disks and UPS systems have been replaced with identical models of some other brand which is not registered with the company for any transaction. Draft a Memo addressed to the Assistant Head seeking explanation for this violation and all the financial irregularities involved in this case. (10)
5. (a) Explain the process of communication by illustrating various components involved in the communication cycle.
- (b) What is Paralanguage ? Elaborate its features and their relevance to Oral Communication. (2×5=10)
6. You applied for the post of a Customer Care Executive in *Infatel*, a Telecom Company that provides consultancy to various industries on utilizing bandwidth and internet plans along with offering talk time packages on reasonable rates. You will be interviewed by the Head, Human Resource Management, of the Company. Prepare a list of 10 questions that you are expecting to be asked by the Head. (10)
7. Discuss the significance of cultural sensitivity in International Communication. Explain socio-cultural and ethnic stereotypes which one should take care of while dealing with international clients. (10)
8. (a) Explain the different grapevine patterns which constitute informal communication in an organization.
- (b) What are persuasive letters ? Elaborate the strategies for writing an effective persuasive message for both solicited and unsolicited correspondence. (2×5=10)