

II Semester B.Sc. (I.T.) Examination, June/July 2010
BUSINESS COMMUNICATION
(Freshers)

Time : 3 Hours

Max. Marks : 75

Instruction : Answer ***all*** the questions from Part A, answer ***any five*** questions from Part B.

PART – A

1. State the barriers to communication. **(10×2=20)**
2. What is encoding ?
3. What is appreciative listening ?
4. What are the various types of reading ?
5. Define external communication.
6. Define standpoint theory.
7. What are concrete nouns ? Give examples.
8. What are the guidelines for acceptance letters ?
9. What are correlative conjunctions ? Give examples.
10. What is chronemics ?
11. Fill in the blanks : **(5×1=5)**
 - a) Kinesics is the study of _____.
 - b) _____ is an example for demonstrative adjective.
 - c) _____ is an example for non countable nouns.
 - d) Memos have a _____ style.
 - e) Circular and notices are part of _____.

P.T.O.

PART – B

Answer **any 5** questions :

(5×10=50)

1. Explain the concept of discriminative listening.
 2. Explain non Verbal Communication.
 3. Explain Shannon's model of communication process.
 4. Write a note on :
 - a) Pronoun
 - b) Preposition
 - c) Interjection.
 5. What is a sentence ? What are the different types of sentences ?
 6. What are the different types of responses ? Explain.
 7. What are the guidelines for information interviewing ?
 8. Explain the styles in business correspondence.
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