

II Semester B.B.M. Examination, Dec. 2010/Jan. 2011
BUSINESS COMMUNICATION

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any five** questions. **Each** question carries **two** marks : **(2×5=10)**

1. a) What are some of the dangers for users of email ?
- b) What is business presentation ?
- c) What is the content of a resume ?
- d) What is listening ?
- e) Define grapevine.
- f) What is e-communication ?

SECTION – B

Answer **any four** questions. **Each** question carries **five** marks : **(4×5=20)**

2. List the standard part of a letter.
3. What are the etiquettes of tele conversation ?
4. How to improve written messages in multicultural environments ?
5. What are the sources of primary information ?
6. What kind of questions elicit the most information ? Give examples.
7. Why is direct letter strategy appropriate for most business messages ?

P.T.O.

SECTION – C

Answer **any five** questions. **Each** question carries **ten** marks : **(5×10=50)**

8. Describe periodic reports and what they generally contain.
 9. Discuss the components of informal proposals.
 10. Review the techniques for designing an electronic presentation.
 11. Explain the important steps in preparing an effective oral presentation.
 12. Evaluate successful job interview strategies.
 13. Explain why four areas of communication hold legal responsibilities for writers.
 14. Describe anticipating and profiling the audience for a message.
-