

① -15/02/2017 (ATKT) (New)

15

VCD EVFM New

SEM II

75 Mrks.

Business Communication-II

Q.1 A) Fill in the blanks (any seven)

07

1. The sales person on his part has to deal with _____ tactfully.
2. All sales letters must follow _____ formula.
3. A resume is also known as Bio-data or _____.
4. A _____ is the formal document informing the members about a meeting to be conducted.
5. The _____ is the list of issues to be discussed at the meeting.
6. _____ communication has no formal structure unlike languages.
7. _____ is a common phenomena in classroom.
8. _____ have been developed by the man to represent an idea or concept.
9. The study of _____ movements is called Kinesis.
10. _____ means potential business, so they must be acknowledge promptly.

B) State whether the following statements are True or False (any eight)

08

1. Good public relations require only good communication skills.
2. The sales letter must get itself to be read.
3. Reports may be short or long.
4. Proxemics is the study of body language.
5. Success of the meeting depends largely on chairperson.
6. The proposal must be clearly and concisely presented.
7. Non directional interviews are not dialogue.
8. Quorum is the list of people attending the meeting.
9. Bulletins promote the image of an organization outside the organization.
10. Enquiries means potential business.

Q.2 A) Explain the importance of public relations in an organization.

B) Explain the term Agenda and give appropriate example.

OR

C) Explain the various types of Report.

D) Explain the principles of effective communication.

Q.3 A) What is the importance of body language. Explain with examples

B) What is listening? Explain any two types of it.

OR

C) Explain the advantages and disadvantages of Oral communication.

D) Non-verbal communication is an important aspect of effective Communication-Comment.

Q.4 A) Draft a sales letter to promote the sales of Foldable Furniture

B) Draft a letter to the Head of the department requesting her to give a letter of introduction as you are applying for job as an assistant manager in Marketing department of the company.

OR

C) As a secretary of the Gymkhana draft a report of the Krida mohotsav conducted by the college in the month of December 2016 to the Principal,

D) As a secretary of the college make enquiry with M/s. Raj Pvt. Ltd. about Teaching aid to be purchased for college.

Q.5 Write short notes (any Three)

1. Body language

2. Parts of Letter

3. Sales letter

4. Grapevine

5. Public Relations