

Printed Pages : 2



HM-115/BHMCT-105

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 991115

Roll No.

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B. H. M. C. T.

(SEM. I) (ODD SEM.) THEORY
EXAMINATION, 2014-15
BUSINESS COMMUNICATION

Time : 3 Hours]

[Total Marks : 100

Note : Attempt all section.**SECTION - A****1** Attempt all question :

- (a) Write the synonyms for the following : **5×1=5**
- i) Arrogance ii) Lazy
iii) Conflict iv) Doubt
v) Fame.
- (b) Write antonyms for the following : **5×1=5**
- i) Ancient ii) Belief
iii) Conceal iv) Prohibit
v) Patriot.

2 Write short notes on any two of the following : **5×2=10**

- i) Agenda
ii) Art of condensation
iii) Minutes of a Meeting.

SECTION – B

- 3** Attempt any three of the following : **10×3=30**
- (a) What is the process of communication?
 - (b) Define the techniques of paragraph development.
 - (c) Write in detail about report writing.
 - (d) Write a letter to the customer for promoting “New Year Eve” party.
 - (e) Define précis writing? What are the steps to good précis writing?

SECTION – C

- 4** Attempt any **five** of the following : **10×5=50**
- (a) Explain interview. Also discuss the kinds of interview.
 - (b) Describe Business Negotiation. What are the tips to keep in mind while negotiating?
 - (c) What is business presentation? Give guide lines for effective business presentation.
 - (d) What is Memorandum? Give the format of it.
 - (e) Explain the importance of body language.
 - (f) Write a note on telephone etiquette.
 - (g) Write a short note on business counselling.
 - (h) What is body language? Why it is so important for carrier development?
 - (i) What are the etiquettes of a manger should observe in various formal and informal situations?
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