

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES)  
(BBARS)**

**Term-End Examination**

**June, 2015**

00301

**BRS-008 : BUSINESS COMMUNICATION-II  
(INTERPERSONAL COMMUNICATION SKILLS)**

*Time : 2 hours*

*Maximum Marks : 50*

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*Note : Answer any five questions. All questions carry equal marks.*

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1. Explain the macro functions of communication that are often performed in business situations. Give examples to support your answer. 10
2. Explain with examples the different types of internal and external communication. 10
3. How has e-mail communication impacted the business scenario ? Give the advantages and disadvantages of e-mail communication at the workplace. 10
4. What is the difference between an advertisement and a brochure ? Give examples of each. 10

5. How is face-to-face communication different from talking on the phone ? 10
6. Write short notes on any *two* of the following :  $2 \times 5 = 10$
- (i) Body language
  - (ii) Participating in a group discussion
  - (iii) Tele-conferencing and its importance in business
  - (iv) Barriers in business communication
7. It is recession time and your company is having an austerity drive. Write a memo to all the staff of your company, suggesting ways of economising on the use of paper, electricity, etc. 10
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