



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी, नैनीताल

CCAPP/ CCAP/ CWA/ CIT/ CDTP/ CCAD/ COASP/ DCA/ DIMM/ DIT/ DWD/ DDTP/ PGDCA/ ADCA/
ADWD/ ADIT/ CCAC/ DIA/ ADPA/ CHM/ DHN/ ADHN/ ADNS/ ADCS
(M-04) BUSINESS COMMUNICATION

Last Date of Submission: 15 January, 2012

Course Title: Business Communication

Course Code: M-04

Year: 2011-12

Maximum Marks: 20 Marks

Section 'A'

Note: Section 'A' contains eight short answer type questions of 2.5 marks each. The learners are required to answers four questions only. Answers of short answer-type questions must be restricted to about 250 words approximately.

1. What are the Communication barriers and how will you overcome by those communication barriers?
2. Discuss Oral communication and its Merits and limitations.
3. Discuss the need and functions of business letters.
4. Discuss kinds of business letters with appropriate example of one business letter.
5. Discuss the significance of listening in communication.
6. What is teleconferencing? Discuss its importance in communication.
7. What do you understand by self development? Is self development is necessary for the effective communication?
8. Discuss principles of effective oral communication.

Section 'B'

Section 'B' contains four long answer-type questions of 5 marks each. Learners are required to answers two questions only.

1. Explain the following types of business letters:
 - a. Enquiries and replies
 - b. Placing and fulfilling orders
 - c. Complaints and follow-up
 - d. Sales letters
 - e. Circular letters
2. Write application for a job. (Make suitable assumptions)

3. Discuss the Advantages and limitations of using Information technology in communication.
4. Write short notes on the following:
 - a. Press Conference
 - b. Demonstration
 - c. Group Discussion
 - d. Oral report

