



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखंड 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 June 2011

Course Title: Business Communication

Course Code: M-04

Year: 2010-11

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. Describe various forms of Communication.
2. What is the importance of oral communication?
3. Describe the essentials of communication skill.
4. What is the importance of humour in communication?
5. What are the essentials of good business letter?
6. Discuss the importance of circulars and memos.
7. What is the significance of Information Technology in communication?
8. How you relate Self-development and 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 Group Discussion. What is its importance in communication?
2. Prepare draft of the following letters:
 - a. Purchase Order
 - b. Request Bank to Close Account
3. What is annual report? Explain the features of annual report.
4. Prepare a Bio- Data of yourself for a job.