

**GM12/eGM12  
BUSINESS COMMUNICATION**

**Time: Three Hours**

**Maximum Marks: 100**

**NOTE:** The paper is divided into three sections – Section A, Section B and Section C . There are seven questions in Section A. Students are required to attempt **four questions from Section A**. **Section B** has 5 questions, out of which student has to attempt 3. **Section C is compulsory.**

**SECTION A**

- 1(a) Do language skills contribute to the effectiveness of communication? Discuss (5)
- (b) Briefly discuss the part you think personality plays in communication. (5)
- 2(a) Why do we communicate? (5)
- (b) Why is communication important for good relationship and effective management ? (5)
- 3 What is a grapevine? How can management prevent it from spreading ? (10)
- 4(a) How does a memo differ from a letter ? (5)
- (b) Give five reasons for choosing the oral mode of communication instead of the written form . (5)
- 5 Explain **any two** of the following  
(a) Kinesics communication  
(b) Proxemics communication  
(c) Negotiation  
(d) Report writing (10)
- 6 Discuss poor listening as the chief barrier to oral communication (10)
- 7 What do you mean by key words? (10)

**SECTION B**

8. Explain the concept of Berlo's model of communication? (15)

- 9 Explain seven C's of effective communication and what is their applicability in running the effective communication process. (15)
- 10 What is a presentation and what are the effective elements of a presentation (15)
- 11 Show how individual manners reflect a company's culture and etiquette. (15)
- 12 Explain the concept of Thill and Bovee's Model of communication process (15)

### **SECTION C (Compulsory)**

#### **CASE STUDY: ATV : Advertising Radio FM Band**

A young , gorgeous woman is standing in front of her apartment window dancing to the 1970s tune , “ All Right Now” by the one-hit band free. Across the street a young man looks out of his apartment window and notices her . He moves closer to the window , taking interest . She cranks up the volume and continues dancing , looking out the window at the fellow , who smiles hopefully and waves meekly. He holds up a bottle of wine and waves it , apparently inviting her over a drink . The lady waves back . He kisses the bottle and excitedly says , “yesss.” Then , he gazes around his apartment and realizes that it is a mess . ‘No!,” he exclaims in a worried tone of voice . Fanatically , he does his best to quickly clean up the place , stuffing papers under the sofa and putting old food back in the refrigerator . He slips on a black shirt , slicks back his hair , sniffs his armpit , and lets out an excited , “Yeahhh!” in eager anticipation of entertaining the young lady . He goes back to the window and sees the woman still dancing away . He points to his watch , as if to say , “come on. It's getting late .” As she just continues dancing , he looks confused . Then, a look of sudden insight appears on his face . “Five”, he says to himself. He turns on his radio , and it too is playing “All right now” . The man goes to his window and starts dancing as he watches his lady friend continue stepping . “Five, yeah,” he says as he makes the “okay” sign with his thumb and forefinger . He waves again . Everyone in the Apartment building is dancing by their window to “All Right now” . A super appears on the screen : “Are you on the right wavelength?”.

#### **Questions:**

- 13 (a) What is non-verbal communication ? Why do you suppose that this commercial relies primarily on non-verbal communication between a young man and a gorgeous woman? What types of non-verbal communication are being used in this case ? (7)
- (b) What role does music play in this spot ? Who is the target market ? (5)
- (c) Is the music at all distracting from the message ? (3)