BNBUSIT1T5 / 02 /2023

Duration : 2 Hours **Total Marks : 60**

Q. 1 **Attempt any four of the following** **16 M**

a. What are the type of Audience ?
b. What is verbal communication ? Explain
c. What is cross-cultural communication ? Draw iceberg of culture.
d. What is non-verbal communication ? Explain
e. What is Conferencing ? Explain its types.
f. List and explain common components of business letters.
g. What is Barriers ? What is communication barriers ? List and explain types of communication barriers.
h. What are the 7c's of business writing ?

Q. 2 **Attempt any four of the following** **16 M**

a. Explain process of listening with advantages.
b. Define conversation . what are the importance of conversation.
c. What is meeting ? What are the purposes of meeting ?
d. What is conference ? Explain planning a conference and purpose of conference
e. Define group discussions with its benefits.
f. Define briefing with its features and benefits.
g. Write a difference between business presentation and public speaking.
h. What is Interview ? Write down its fundamental principles.

Q. 3 **Attempt any four of the following** **16 M**

a. Define advertising with its communication model.
b. Explain basic approaches of negotiation.
c. Write a note on AIDA-master formula
d. What is Negotiation ? when people are negotiates in business communication ?
e. Write a note on ethical perspectives
f. List and explain uses of Mind map
g. Explain Brainstorming with importance.
h. Explain use of Font , Color and Layout in presentation process.

Q. 4 **Attempt any Three of the following** **12 M**

a. What are the benefits & characteristics of effective communication .
b. List and Explain factor's of communication.
c. Explain different types of room layouts for conference meeting.
d. Explain applications of Teleconference.
e. What are the ethical dilemmas facing the managers ?
f. What is planning ? What the is planning for presentation ?

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