

B.Sc. (I. T.) Sem. - II (2011 Course) : WINTER - 2018
SUBJECT: BUSINESS COMMUNICATION & TECHNICAL DOCUMENTATION

Day: Thursday
Date: 22/11/2018

W-2018-1097

Time: 10.00 am to 12.00 Noon
Max. Marks: 40

N.B.:

- 1) Answer any **FIVE** questions.
 - 2) Figures to the right indicate **FULL** marks.
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- Q.1** Explain De Fleur's model of communication. **(08)**
- Q.2** a) Explain the elements of Communication. **(04)**
b) What is Motivation? Explain its impact of employee performance. **(04)**
- Q.3** Describe all methods of Communication. **(08)**
- Q.4** a) What is Paralanguage? Write role of paralanguage in routine business affairs. **(04)**
b) Describe factors affecting Body language. **(04)**
- Q.5** Write short notes on the following: **(08)**
a) Body Language
b) Factors affecting appearance
c) Organizational Barriers
d) Downward Communication
- Q.6** a) Explain objectives of Public Relations. **(04)**
b) Explain different methods of Verbal Communication. **(04)**
- Q.7** Describe Public Relation and the various components of Public Relations. **(08)**

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