



UNIVERSITY OF NORTH BENGAL
B.VOC. Programme 2nd Semester Examination, 2021

SEC1 (P2.1)-RETAIL MANAGEMENT

BUSINESS COMMUNICATION

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

Attempt any two Assignments

30×2 = 60

1. Describe the *nature* of 'Communication'. What are the important *factors* that affect 'effectiveness of communication'? Discuss the importance of communication to an organization. How do 'Communication' and 'Effective Communication' differ? 30
2. Discuss the different *forms* of communication with suitable examples. Describe the *causes* of barrier to communication. How would you differentiate between '*Interpersonal Barriers*' and '*Physical Barriers*'? Discuss the various ways that you can use to *improve* your own communication skills. 30
3. (a) "Communication is said to be a **Two-Way** process" Briefly explain. 10
(b) State the *functions* of Business Communication. Differentiate *linear model* from *interactive model* of communication. 20

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