BBA-06

June - Examination 2026

Bachelor of Business Administration (Ist Year) Examination

Business Communication

Paper : BBA-06

[*Time: **3** Hours*] [*Maximum Marks: **70***]

Note :- The question paper is divided into three Sections A, B and C. Write answers as per the given instructions in each section.

Section-A **7×2=14**

(Very Short Answer Type Questions)

Note :- Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries **2** marks.

1. (i) State any two disadvantages of verbal communication.
   (ii) Define attitude.
   (iii) Mention the classification of communication barriers.
   (iv) What is meant by miscommunication?
   (v) What is body language?
   (vi) What is POPTA?
   (vii) Define GD.

Section-B **4×7=28**

(Short Answer Type Questions)

Note :- Answer **any four** questions. You have to delimit your each answer maximum up to **200** words. Each question carries **7** marks.

2. Explain the various theories of communication and their relevance in effective communication.
3. Describe the different models of the communication process with suitable explanation.
4. Discuss the scope and significance of business communication in an organization.
5. Explain the advantages and limitations of written communication as a medium of communication.
6. Define motivation and explain the important points to be considered while preparing a motivational speech.
7. Discuss the essential do's and don'ts to be followed during a slide presentation.
8. Explain the various types of group discussions and their purposes.
9. What is effective listening? Explain the different types and importance of listening skills.

Section-C

2×14=28

(Long Answer Type Questions)

Note :- Answer **any two** questions. You have to delimit your each answer maximum up to **500** words. Each question carries **14** marks.

10. Define business communication and explain its nature, objectives and importance in the business environment.

11. Discuss the importance of appearance and presentation in a business letter. Explain how a writer can create a favourable visual impression through effective letter formatting.

12. Explain the important points that should always be considered while handling questions during the concluding session of a presentation.

13. Discuss the fundamental principles of interviews and explain the appropriate methods for successfully closing an interview.
