

BBA-06

December - Examination 2015

BBA Ist Year Examination**Business Communication****Paper - BBA-06****Time : 3 Hours]****[Max. Marks :- 70**

Note: The question paper is divided into three sections A, B and C. Write answers as per given instructions.

Section - A

7 x 2 = 14

(Very Short Answer Type Questions)

Note: Answer all 7 questions. As per the nature of the question you delimit your answer in one sentence up to 30 words. Each question carries 2 marks.

- 1) (i) Define Communication.
- (ii) Explain in brief various stage of the process of modern theory of communication.
- (iii) Explain Lesiker model of communication.
- (iv) What do you meant by effective communication?
- (v) What is gesture?
- (vi) Conciseness in communication denotes which issue?
- (vii) Define para language.

Section - B

4 x 7 = 28

(Short Answer Type Questions)

Note: Answer any 4 questions. Each answer should not exceed 200 words. Each question carries 7 marks.

- 2) What do you mean by diagonal communication?
- 3) Explain in brief nature of communication.
- 4) Discuss in brief objectives of business communication.
- 5) Differentiate between formal and informal communication.
- 6) Explain in brief mediums of written communication.
- 7) How will you prepare an effective curriculum vitae (C.V)?
- 8) How proxemics is important in communication?
- 9) What do you mean by public speaking?

Section - C

2 x 14 = 28

(Long Answer Questions)

Note: Answer any 2 questions. Each answer should not exceed 500 words. Each question carries 14 marks.

- 10) What is 'POPTA'? How does it help while preparing your presentation?
- 11) What do you mean by miscommunication? How to overcome it?
- 12) Describe in brief scope of business communication.
- 13) What is effective listening? Differentiate between effective and ineffective listening.