

BBA-06
December - Examination 2016
BBA Pt. I Examination
Business Communication
Paper - BBA-06

Time : 3 Hours]

[Max. Marks :- 80

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

Section - A

8 × 2 = 16

Note: Answer **all** the questions. Delimit your answer upto 30 words only.

- 1) Define the following concepts:
- (i) Oral Communication
 - (ii) Self Development
 - (iii) Resume
 - (iv) Body Language
 - (v) Active Listening
 - (vi) Etiquettes
 - (vii) Business Letter
 - (viii) Presentation

Section - B**4 × 8 = 32****Note:** Answer **any four** questions within a limit of 200 words each.

- 2) Detail out the concept of communication skills.
- 3) Elucidate the significance of effective organisational communication.
- 4) Explain the process of oral communication.
- 5) Describe the medium of written communication.
- 6) Distinguish between verbal and non-verbal communication.
- 7) What should be the strategy for effective group discussion? Explain.
- 8) Discuss the prerequisite of effective telephone interviews.
- 9) Describe the elements of effective presentation.

Section - C**2 × 16 = 32****Note:** Answer **any two** questions with a limit of 500 words each.

- 10) Elaborate various steps in the process of communication.
 - 11) Discuss important theories of communication.
 - 12) Discuss the barriers of effective communication and suggest to overcome the same.
 - 13) Discuss the process of negotiation.
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