

BBA-06

December - Examination 2017

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 answers as per given instructions.

Section - A**8 × 2 = 16**

(Very Short Answer Questions)

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

- 1) Explain the following terms with in 30 words each:
- (i) Communication
 - (ii) Body Language
 - (iii) Resume
 - (iv) Business Etiquettes
 - (v) Para Language
 - (vi) Gesture
 - (vii) Business Letter
 - (viii) Negotiation

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Describe important communication networks.
- 3) Explain the objectives of Business Communication.
- 4) Distinguish between formal and informal communication.
- 5) Describe the pre requisites of public speaking.
- 6) Examine Semantic Barriers in communication.
- 7) Discuss the strategy for effective group discussion.
- 8) Discuss various forms of non verbal communication.
- 9) What are the prerequisites of written communication.

Section - C**2 × 16 = 32**

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 16 marks.

- 10) Explain the process of effective communication system.
- 11) Discuss the important features of Body Language in communication.
- 12) Explain the important techniques of interviewing.
- 13) Discuss the strategy for effectiveness in communication.