

BBA-06

December - Examination 2018

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) (i) Write any two forms of communication on the basis of direction.
 - (ii) what is the concept of self-development?
 - (iii) What do you mean by business communication?
 - (iv) Write any two characteristics of a Good business letter.
 - (v) What is the full form of C.V.?
 - (vi) Write any two principles of oral communication.
 - (vii) What is G.D. and P.I.?
 - (viii) What is 'POPTA'

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) What is meant by communication? Explain its importance in business.
- 3) Explain the Shammon-Weaver model of communication.
- 4) Explain the role of communication skills in Group Dynamics.
- 5) Explain the advantages and disadvantages of written communication.
- 6) What do you mean by business letters? Explain the planning phase of business letter.
- 7) What is meant by body language? Discuss its importance in communication.
- 8) Discuss the rules for making effective powerpoint presentation (PPT).
- 9) What is the difference between a debate and a group Discussion?

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) What is informal communication? Distinguish between formal and informal communication.
 - 11) Explain the barriers of communication. Also suggest measures for overcome these barriers.
 - 12) How will you plan for a survey? Give a format of questionnaire to be used in survey of customer satisfaction in online shopping.
 - 13) What do you mean by listening? Explain different types of listening.
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