

BBA-06
December - Examination 2019
BBA Pt. I 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 × 2 = 14

(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. What is communication process?
- ii. What do you mean by miscommunication?
- iii. What is Relationship Management?
- iv. What do you mean by draft editing?
- v. What is motivation?
- vi. What s disaster planning?
- vii. What is "POPTA"?

Section - B**4 × 7 = 28****(Short Answer Questions)**

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

2. What do you mean by barriers of Communication? Also suggest measures to overcome these barriers.
3. What is the importance of effective organizational communication?
4. Write a note on 'Impact of Information Technology' on business communication.
5. Explain the Qualities of a Critical Thinker.
6. What do you mean by Business letters? Explain the planning phase of business letter.
7. What is meant by Body language? Discuss its functions and advantages.
8. What are the things to be remembered always while handling the questions at the end of your presentation?
9. Define business etiquettes and describe its various components.

Section - C**2 × 14 = 28****(Long Answer Questions)**

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

10. What relationship exists between self-development and communication? Is self-development possible through communication?
 - 11 Explain in brief the various types of communication along with its merits and demerits.
 - 12 What is Group Discussion? Explain different types of Group Discussion?
 - 13 What do you understand by effective listening? Explain barriers of effective listening?
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