

BBA-06
December – Examination 2021
BBA (Part I) Examination
Business Communication
Paper : BBA-06

Time : 1½ Hours]

[Maximum Marks : 70

Note :- The question paper is divided into two Sections A and B. Write answers as per the given instructions.

Section-A

4×3½=14

(Very Short Answer Type Questions)

Note :- Answer any *four* questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries 3½ marks.

1. (i) What do you mean by Downward Communication ?
- (ii) What is Business Networking ?
- (iii) What do you mean by Mass Communication ?
- (iv) What is Business Process Outsourcing ?
- (v) What is Interpersonal Communication Skills ?
- (vi) Write any *two* characteristics of Written Communication.
- (vii) Why we make Curriculum Vitae ?
- (viii) What is Disaster Planning ?

Section–B

4×14=56

(Short Answer Type Questions)

Note :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 14 marks.

2. “The objectives of communication are many and varied.” Discuss.
3. Explain in brief the various types of communication along with its merits and demerits.

4. What is communication process ? Explain various steps involved in the process of communication.
5. “Meanings are in people, not in words.” Discuss this statement with reference to men related variables that influence effective communication.
6. Explain the advantage and disadvantage of written communication.
7. Explain the various stages of business letter writing skills.
8. What are non-verbal aspects of communication ? Distinguish between verbal and non-verbal communication.
9. What is GD ? What should be strategy for effective GD ?