

13. What is C.V. or 'Resume' ? What are its essential features ? Into how many parts would you divide a C.V./Resume ?

BBA-06

December – Examination 2022

BBA (Ist Year) Examination

Business Communication

Paper : BBA-06

Time : 3 Hours]

[Maximum Marks : 70

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

Section-A

7×2=14

(Very Short Answer Type Questions)

Note :- Answer all 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 2 marks.

1. (i) What is Upward Communication ?
- (ii) Write any *two* characteristics of Good Communication System.

- (iii) How is Business Communication defined ?
- (iv) What is Emotional Intelligence ?
- (v) What do you mean by Written Communication ?
- (vi) What is meant by Body Language ?
- (vii) What do you mean by Oral Communication ?

Section-B **4×7=28**

(Short Answer Type Questions)

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

- 2. What is Attitude ? What relationship exists between attitude and communication ?
- 3. What is Communication Process ? Explain the various steps involved in the process of communication.
- 4. “Meanings are in people, not in words.” Discuss this statement with reference to men related variables that influence effective communication.
- 5. Explain the various principles of Interpersonal Communication.

- 6. Explain the relationship between verbal and non-verbal communication. Discuss functions and significance of non-verbal communication.
- 7. What is ‘POPTA’ ? How does it help while preparing your presentation ?
- 8. What is GD ? What should be strategy for effective GD ?
- 9. Define negotiation and factors affecting negotiation.

Section-C **2×14=28**

(Long Answer Type Questions)

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

- 10. Management is the art of getting things done through others. What role does communication play in this ?
- 11. What is Informal Communication ? Distinguish between formal and informal communication.
- 12. Explain in brief the barriers of Communication. Also suggest measures for overcome these barriers.