

10. What is Communication Process ? Explain various steps involved in the process of communication.
11. Explain the advantage and disadvantage of written communication.
12. Explain the relationship between verbal and non-verbal communication. Discuss functions and significance of non-verbal communication.
13. What is Presentation ? What are things to do and don't during slide presentation ?

BBA-06

December – Examination 2023
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 do you mean by upward communication ?

- (ii) Write any *two* benefits of business networking.
- (iii) What do you mean by communication barriers ?
- (iv) What is BPO ?
- (v) Write the name of any *two* communication skills.
- (vi) Write any *two* characteristics of verbal communication.
- (vii) Why do we make resume ?

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. Define business etiquettes and describe its various components.
- 3. Explain in brief the various types of communication along with its merits and demerits.

- 4. “The objectives of communication are many and varied.” Discuss.
- 5. “Meanings are in people, not in words.” Discuss this statement with reference to men related variables that influence effective communication.
- 6. How will you plan for a survey ? Give a format of questionnaire to be used in survey.
- 7. Explain the various stages of business letter writing skills.
- 8. What are non-verbal aspects of communicating ? Distinguish between verbal and non-verbal communication.
- 9. What is GD ? What should be strategy for effective GD ?

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.