

**BBA-06**

**December - Examination 2025**  
**Bachelor of Business Administration (I 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 Attitude?
- (ii) Why is leader necessary for a Discussion?
- (iii) What do you mean by Postures and Gestures?
- (iv) What do you mean by Time Management?
- (v) Write two Communication Technological Barriers.
- (vi) Write any two characteristics of effective GD.
- (vii) Why Ethics are important?

**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 meant by Communication? Explain its objectives.
3. Explain the physical and mechanical Barriers of Communication.
4. Define Negotiation and give factors affecting Negotiation.
5. What is C.V.? How will you prepare an effective C.V.?
6. Explain the advantage and disadvantage of Written Communication.
7. Explain the various principles of Verbal and Non-verbal communication.
8. What is Active Listening? Also briefly explain methods of Active Listening.
9. Why Communication is important for a Business Organization? State the guidelines of effective Communication.

**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. What is “POPTA”? How does it help while preparing your presentation?
11. How will you plan for a survey? Give a format of questionnaire to be used in Survey.
12. Write a request letter to M/s Himalaya Publishing House, Mumbai to send the books useful for competitive examination.
13. What is meant by Interview? Explain characteristics of an Interview.

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