

6

BBA-06

December – Examination 2020

BBA (Part I) Examination

Business Communication

Paper : BBA-06

Time : 2 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

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 upto **30** words. Each question carries 2 marks.

1. Explain the following terms within 30 words each :

- (i) Upward communication
- (ii) Communist Theory of Communication

- (iii) Communication Barriers
- (iv) Posture
- (v) Resume
- (vi) Group Discussion
- (vii) Business ethics

Section-B

4×14=56

(Short Answer Type Questions)

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

2. What is informal communication ? Distinguish between formal and informal communication.
3. Explain Shammon-Weaver Model of Communication.
4. Discuss the suggestions for Removing Communication Barriers.
5. Explain the importance of Effective Communication.
6. Discuss with examples suitable communication system for larger and progressive business organization.

7. How will you plan for a survey ? Give a format of questionnaire to be used in survey.
8. Explain the Do's and Don'ts for Making Effective PPT Slides.
9. Explain the different types of Group Discussion Techniques.