

11. What relationship exists between self-development and communication ? Is self-development possible through communication ?
12. Explain in brief the various types of communication along with its merits and demerits.
13. Write a request letter to M/s Himalaya Publishing House, Mumbai to send the books useful for competitive examination.

BBA-06

June – 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 is Horizontal Communication ?
- (ii) What do you mean by Miscommunication ?

- (iii) What do you mean by Effective Organizational Communication ?
- (iv) What do you mean by Strategies in Business Communication ?
- (v) What is Interpersonal Communication ?
- (vi) What do you mean by Communication Skills ?
- (vii) What is C.V. ?

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. “The first executive function is to develop and maintaining system of communication.” Explain.
- 3. Explain any *two* theories propounded to create socio-cultural background environment.
- 4. What are the semantic barriers to Communication ? Explain.

- 5. Do you agree that most organizational problems arise due to ineffective communication ? Discuss.
- 6. Discuss the significance of communication for business in integrating its internal and external stakeholders.
- 7. Explain the advantage and disadvantage of written communication.
- 8. What do you mean by draft editing ? What are the points to be considered while editing ?
- 9. Discuss the principles of oral communication in detail. Also explain the factors affecting it.

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. “Communication is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding.” Explain.