

12. What do you mean by Written Communication ?

Explain its various forms.

13. What do you mean by structure of a Business

Letter ? Explain with dummy example.

BBA-06

June – Examination 2024

BBA (1st 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 Downward Communication ?

- (ii) Write about Self-Development.
- (iii) What do you mean by Miscommunication ?
- (iv) What is Interpersonal Communication Skills ?
- (v) Write the name of Four C's of Good Communication.
- (vi) Write any *two* characteristics of Non-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. Explain the objectives and scope of communication.
- 3. Explain in brief the Shannon-Weaver Model of communication.
- 4. Discuss the various classifications of communication barriers.

- 5. Explain the objectives of business communication.
- 6. Explain the guidelines for effective writing and qualities of effective writing in business.
- 7. Explain the various principles of Oral Communication.
- 8. Explain that how we can use gestures to make the speech more effective.
- 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.

- 10. Explain various types of communication on the basis of organizational relations, direction, expression and scope.
- 11. What do you mean by Effective Communication ? Explain various factors affecting communication.