

BBA-06

BBA (First Year) Examination**June - 2015****Business Communications****Paper : BBA-06***Time : Three Hours]**[Max. Marks : 80*

Note: The question paper is divided into three section A, B and C. Write answers as per the given instructions.

Section-A

(Very Short Answer Type Questions)

Note: Answer all 8 questions. As per the nature of the question you delimit your answer in one sentence up to 50 words. Each question carries equal marks.

(Marks 2×8=16)

- Q.1 (i) What is meant by communication?
(ii) What is attitude?
(iii) Why communication is important for a business organisation?
(iv) What do you mean by business letters?
(v) What is E- marketing?
(vi) What is presentation?
(vii) What is GD?
(viii) Define business etiquettes.

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Section-B

(Short Answer Type Questions)

Note: Answer any four questions. Each answer should not exceed 100 words. Each question carries 08 marks.
(Marks $8 \times 4 = 32$)

- Q.2 How is business communication different from personal communication?
- Q.3 What do you mean by communication skills?
- Q.4 What do you mean by draft editing?
- Q.5 What are the points to be considered while editing?
- Q.6 Explain Postures and Gestures of the body language.
- Q.7 What is motivation? How will you prepare a speech to motivate?
- Q.8 Explain use of Technology for Effective Communication.
- Q.9 Write short note on E-mail etiquette.

Section-C

(Long Answer Type Questions)

Note: Answer any two questions. Each answer should not exceed 800 words. Each question carries 16 marks.
(Marks $2 \times 16 = 32$)

- Q.10 Write a detail note on "Strategies in business communication".
- Q.11 How will you plan for a survey? Give a format of questionnaire to be used in survey.
- Q.12 How to prepare for group discussion and interview. Explain.
- Q.13 What is ethics? What are the basic characteristics of ethics? Who decides what is ethical?

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