

## BBA-06

June - Examination 2016

### BBA Pt. I Examination

### Business Communication

### Paper - BBA-06

Time : 3 Hours ]

[ Max. Marks :- 80

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

#### Section - A

$8 \times 2 = 16$

(Very Short Answer Type Questions)

**Note:** Answer **all** questions. As per the nature of the questions you delimit your answer in one sentence upto 30 words. Each question carries 2 marks.

- 1) (i) What is the need for communication?
- (ii) What do you mean by Vedic theory of communication?
- (iii) What do you understand by completeness in communication?
- (iv) Explain in brief mass communication.
- (v) What is the role of facial expression in communication?
- (vi) What do you mean by clarity in communication?
- (vii) What do you mean by resume?
- (viii) What is E-marking?

**Section - B** $4 \times 8 = 32$ 

(Short Answer Type Questions)

**Note:** Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) What are the semantic barriers to communication?
- 3) Explain in brief non-verbal communication.
- 4) Which are the socio-psychological barriers to communication?
- 5) What are the strategies for improving organizational communication?
- 6) Give the guidelines of effective writing.
- 7) What do you mean by persuasive letter?
- 8) Discuss the rules for making effective slides.
- 9) Write a short note on: 'Telephonic Interview Skills'.

**Section - C** $2 \times 16 = 32$ 

(Long Answer Type Questions)

**Note:** Answer **any two** questions. Each answer should not exceed 500 words. Each question carries 16 marks.

- 10) Briefly explain various types of communication along with its merits and demerits.
- 11) Explain essentials of effective communication.
- 12) Write a note on "Role of communication skills in group dynamics".
- 13) Write short notes on:
  - (i) Interview Etiquette.
  - (ii) Social Etiquette.