

**BBA-06**  
June - Examination 2017  
**BBA Pt. I Examination**  
**Business Communication**  
**Paper - BBA-06**

**Time : 3 Hours ]**

**[ Max. Marks :- 80**

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

**Section - A**

**8 × 2 = 16**

**Note:** Answer **all** the questions within 30 words each.

- 1) Explain the following terms within 30 words each:
- (i) Active Listening
  - (ii) Business Letter
  - (iii) Organisational Communication
  - (iv) Telephone Interview
  - (v) Presentation
  - (vi) Non Verbal Communication
  - (vii) Group Discussion
  - (viii) Communication Network

**Section - B****4 × 8 = 32****Note:** Answer **any four** questions within 200 words each.

- 2) Describe important Communication Models.
- 3) Explain the objectives of Written Communication.
- 4) Describe the pre requisites of Oral Communication.
- 5) Examine Mechanical Barriers in Communication.
- 6) Discuss the Strategy for Effective Presentation.
- 7) Discuss various forms of Communication Networks.
- 8) What are the pre requisites of Negotiation?
- 9) Prepare an effective Curriculum Vitae.

**Section - C****2 × 16 = 32****Note:** Answer **any two** questions within 500 words each.

- 10) Explain the Barriers in effective Communication System and suggest to remove the same.
  - 11) Discuss the important features of effective Business Letter.
  - 12) Explain the important techniques of Self Development.
  - 13) Discuss the important theories of Communication.
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