

BBA-06
June - Examination 2018
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 × 2 = 16

(Very Short Answer Questions)

Note: Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries equal marks.

- 1) (i) What is non-verbal communication?
- (ii) What is attitude?
- (iii) What do you mean by gesture?
- (iv) Define business communication.
- (v) Write any two barriers in communication.
- (vi) Write any two types of interview.
- (vii) What is self development?
- (viii) Write two aspects of group discussion.

Section - B**4 × 8 = 32**

(Short Answer Questions)

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

- 2) Elucidate the significance of effective organisational communication.
- 3) What are the ways to overcome from communication barriers?
- 4) How will you prepare an effective CV?
- 5) Distinguish between verbal and non-verbal communication.
- 6) Discuss the various approaches of effective group discussion.
- 7) What do you mean by communication skills? Explain its role in effective communication.
- 8) What are the essential components for effective public speaking?
- 9) What are the importance of having good listening skill?

Section - C**2 × 16 = 32**

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 16 marks.

- 10) What is ethics in communication? What are the basic used of having ethics in communication?
 - 11) What do you mean by communication process? Explain it in detail.
 - 12) What do you mean by negotiation? Explain negotiation process in detail
 - 13) What is 'POPTA'? How does it help while preparing your business presentation?
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