

BBA-06
June - Examination 2019
BBA Pt. I Examination
Business Communication
Paper - BBA-06

Time : 3 Hours]

[Max. 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 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) Write any two forms of communication on the basis of Direction.
- (ii) What is Encoding?
- (iii) What is Mass Communication?
- (iv) What do you mean by written communication?
- (v) What is C.V. ?

(vi) What is sales communication?

(vii) What is Group Discussion?

Section - B

4 × 7 = 28

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 7 marks.

- 2) Explain Shammon-Weaver Model of Communication.
- 3) There are some advantages of written communication. Describe these advantages.
- 4) Suppose you want to submit a resume, write some points to remember while writing the Resume.
- 5) Write your suggestions for the developing effective Communication Skills.
- 6) Describe the basic elements for effective speech.
- 7) Write some Email Etiquette tips. Does it make any difference?
- 8) Write some Common Interview Mistakes.
- 9) As per your experience, write some common interview questions.

Section - C

2 × 14 = 28

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum up to 500 words. Each question carries 14 marks.

- 10) What do you mean by Communication? Explain the importance of communication in day to day life.

- 11) What do you mean by Communication Process? Explain the basic steps or elements involved in communication process.
 - 12) What do you mean by Communication Barriers? On the basis of nature, explain various types of barriers of communication.
 - 13) What do you mean by Oral Communication? Describe the various Principles of Oral Communication.
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