

# **BBA-06**

**June – Examination 2022**

## **BBA (Ist Year) Examination**

**Business Communication**

**Paper : BBA-06**

*Time : 1½ Hours ]*

*[ Maximum Marks : 70*

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*Note :-* The question paper is divided into two Sections A and B. Write answers as per the given instructions.

**Section-A**

**4×3½=14**

**(Very Short Answer Type Questions)**

*Note :-* Answer any *four* 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 3½ marks.

*BBA-06/3*

( 1 )

**T-444** Turn Over

1. (i) What do you mean by purpose of Communication ?
- (ii) What is Horizontal Communication ?
- (iii) What do you mean by Self-development ?
- (iv) Write any *two* factors which affect the process of communication.
- (v) What do you mean by Interpersonal Communication Skill ?
- (vi) Write any *two* characteristics of Written Communication.
- (vii) What is Disaster Planning ?
- (viii) Write any *two* importances of Group Discussion.

**Section–B** **4×14=56**

**(Short Answer Type Questions)**

**Note** :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 14 marks.

2. Management is the art of getting things done through others. What role does communication play in this ?

3. “Communication is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding.” Explain.
4. Explain in brief the barriers of Communication. Also suggest measures for overcome these barriers.
5. Discuss the significance of communication for business in integrating its internal and external stakeholders.
6. What do you mean by written communication ? Explain the advantage and disadvantage of written communication.
7. Write a request letter to M/s Himalaya Publishing House, Mumbai to send the books useful for competitive examination.
8. Define Negotiation and also put a light on the various factors affecting negotiation.
9. What do you understand by effective listening ? Explain tips of effective listening.