

Roll No. :

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

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B.B.A. (Part-I) Examination, 2023

BUSINESS COMMUNICATION

Paper - BBA-105

Time : 3 Hours]

[Maximum Marks : 70

Section-A

(Marks : 2 × 10 = 20)

Note :- All the *ten* questions are compulsory. Each question is to be attempted in around **50** words. Each question carries **2** marks.

Section-B

(Marks : 10 × 3 = 30)

Note :- Answer any *three* questions out of five. Each question is to be attempted in around **500** words. Each question carries **10** marks.

Section-C

(Marks : 20 × 1 = 20)

Note :- *One* question based on case study is compulsory and carries **20** marks.

Section-A

1. (i) What is communication ? Explain its concept.
- (ii) Explain communication process.
- (iii) What is oral communication ?
- (iv) Explain non-verbal communication.
- (v) Explain written communication.

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- (vi) What are the essentials of effective correspondence ?
- (vii) What are the characteristics of a good report ?
- (viii) What are the elements of effective presentation ?
- (ix) What do you mean by Minutes ?
- (x) What do you mean by Resume ?

Section–B

- 2. What are barriers to communication ? Discuss language as a barrier to communication.
- 3. What is effective speaking ? What are the elements of effective speaking ?
- 4. What is business letter ? What is the structure/layout of business letter ?
- 5. What is report ? Explain different types of report.
- 6. What do you mean by notices and agenda ? Discuss.

Section–C

- 7. Discuss the guidelines for preparation of effective meeting. Explain essential parts in minutes of a meeting.