

Roll No. : .....

Total No. of Questions : 7 ]

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# **BB-105**

**B.B.A. (Part-I) Examination, 2022**

**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) Define Communication.
- (ii) Write any *two* importances of Communication.
- (iii) Verbal Communication.

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- (iv) What is Grapevine Communication ?
- (v) Role of Written Communication.
- (vi) Business Letter.
- (vii) Define Report.
- (viii) Write any *two* characteristics of Good Report.
- (ix) What is Memos ?
- (x) What is Agenda ?

#### **Section-B**

- 2. Discuss the importance of Communication.
- 3. Discuss in brief the various types of Communication.
- 4. Importance of Written Communication.
- 5. Importance of Report Writing.
- 6. Discuss Minutes of Meeting.

#### **Section-C**

- 7. Why we need Resume ? Discuss the various parts of Resume.