

Roll No.

57005

BBA Ist Semester (Old) 2011-14

Examination–November, 2014

Business Communication

Paper-BBA-105

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : This question paper has two sections. Section A, which is **compulsory** comprises eight answer type questions from the whole of the syllabus carrying 2 marks each question should not exceed 50 words normally. Section B comprises eight questions (two questions from each unit). The examinees are expected to attempt **four** questions, selecting **one** question from each unit. All questions carry equal marks.

SECTION A

(8×2=16)

1. (a) What are the major objectives of communication?
- (b) What is voice modulation?
- (c) Discuss the role of communication skills in business.
- (d) What do you mean by Public Speaking?
- (e) Explain the characteristics of short report.
- (f) What do you mean by claim letters?
- (g) Explain the importance of business report.
- (h) What is memo?

SECTION B

Unit I

2. Define Business Communication. Explain basic forms of communication. (16)
3. What do you mean by Business Communication? Discuss the Formal and Informal communication network in detail. (16)

Unit II

4. What do you mean by body language?
Discuss the functions of body language? (16)
5. What is meant by effective listening and
explain the process of listening. (16)

Unit III

6. What do you mean by business letters?
Discuss its types in detail. (16)
7. Write notes on:
(a) Employment letter
(b) Sales letter (8×2=16)

Unit IV

8. What do you mean by a report? Explain the
different types of reports. (16)
9. Write notes on:
(a) Notice
(b) Brochures (8×2=16)