

Roll No. ....

**57505**

**BBA 1st Semester (N.S.) 2014-17  
Examination – November, 2017**

**BUSINESS COMMUNICATION**

Paper : BBAN-105

*Time : Three Hours ]*

*[ Maximum 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 examination.*

**Note :** There are *two* sections. Section-A consists of **8** short answer type questions carrying *two* marks each, which is *compulsory*. Section-B consists of **8** questions (2 questions from each unit). You are attempt **4** questions selecting one question from each Unit. All questions carry equal marks.

**SECTION – A**

1. (a) What is encoding ?
- (b) Describe grapevine.

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(c) List few media of communication.

(d) What is body language ?

(e) What is a memo ?

(f) Discuss the importance of feedback in communication.

(g) Who records minutes of a meeting ?

(h) What is a pitch ?

### SECTION - B

#### UNIT - I

2. Discuss the process and role of communication skills in business.

3. Describe the various barriers of communications giving examples.

#### UNIT - II

4. How are reading and speaking skills important for employees ?

5. What is voice modulation ? Also describe the do's and don't's of body language.

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#### UNIT - III

6. Write short notes on :

(a) Sales letters

(b) Notices and circulars

7. Discuss the structure and layout of business letters.

#### UNIT - IV

8. Write a detailed note on brochures.

9. Explain agenda and minutes of meetings.

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