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B.B.A- 1st Semester (New Scheme)

Examination, November-2023

BUSINESS COMMUNICATION

Paper - BBAN-105

Time allowed : 3 hours]

[Maximum marks : 80

Note: Section-A consists of eight short answer type questions of two marks each and is compulsory.

Section B attempt four question in all, selecting one question from each unit. All questions carry equal marks.

Section-A

1. Explain the following:

- (a) Non-verbal communication
- (b) Psychological barrier
- (c) Employment letter
- (d) Circular

- (e) Agenda of meeting
- (f) Inventory report
- (g) Voice modulation
- (h) Partial listening

Section-B

Unit-I

2. Define Business Communication. Explain nature and process of Business Communication.
3. What are the barriers to effective communication? Explain in detail. Also suggest ways to overcome them.

Unit-II

4. What is the cognitive process of listening? Also discuss speaking skills.
5. What is body language and its importance. Also explain do's and don'ts of body language.

Unit-III

6. Define the concept of written communication. Explain the types of written communication.
7. Describe the layout and structure of Business letter with an example.

Unit-IV

8. Define business report. What is the main purpose of writing a report?
9. What do you mean by presentation of a report? What are the qualities of a good presentation report?