

Roll No.....

Total No. of Questions : 13]

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## Paper ID [B0104]

(Please fill this Paper ID in OMR Sheet)

**BBA (104) (S05/Old)(Sem. - 1<sup>st</sup>)**

### **BASIC BUSINESS COMMUNICATION**

**Time : 03 Hours**

**Maximum Marks : 75**

#### **Instruction to Candidates:**

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

#### **Section - A**

**Q1)**

**(15 × 2 = 30)**

- a) Define diagonal communication.
- b) What is coherence?
- c) Differentiate both not taking & note making.
- d) Define proposals.
- e) Define projective listening.
- f) Define oral presentation.
- g) Enlist various types of business letters.
- h) What is the significance of feed back in communication?
- i) What is listening?
- j) What do you mean by no-verbal aspect of communication?
- k) Define audio-visual ends.
- l) Define memo.
- m) What is grapevine?
- n) Draw communication process model.
- o) Define ombudsperson.

## Section - B

(9 × 5 = 45)

- Q2)* Define communication & explain its characteristics.
- Q3)* Describe various media of communication & also write their merits & demerits.
- Q4)* Explain formal communication network.
- Q5)* Explain the process of communication.
- Q6)* Explain the importance of communication in social & commercial world.
- Q7)* What is 7cs concept of effective communication.
- Q8)* Explain the significance of posture in communication.
- Q9)* How audio-visual aids help in making communication.
- Q10)* What are the important kinds of business letters?
- Q11)* What is personal resume? What is its significance in business writing?
- Q12)* Explain the Principles of effective listening.
- Q13)* How can we overcome the barriers to communication?

