

Roll No.

57505

**BBA 1st Semester (N.S.) 2014-17
Examination – November, 2018**

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 : Section – A is compulsory. Attempt *one* question from each Unit in Section – B. All questions carry equal marks.

SECTION – A

1. Describe the following :
 - (a) Name the 7C's of communication
 - (b) Organizational barriers
 - (c) Passive listening

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P. T. O.

- (d) Benefits of active listening
- (e) Don't's of letter writing
- (f) Notice
- (g) Types of reports
- (h) Agenda of meeting

SECTION – B

UNIT – I

2. Discuss the nature and process of communication.
3. Describe the individual barriers to communication.

UNIT – II

4. What is the cognitive process of listening ? Also discuss speaking skills.
5. Explain the role of body language in effective communication giving suitable examples.

UNIT – III

6. Give examples of a employment letter and a sales letter.

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(2)

7. What are the important points to be considered while writing a memo and a notice ?

UNIT – IV

8. Write a detailed note on presentation of reports.
9. Why is it important to circulate agenda of meeting and minutes of meeting ? Explain.

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