

Roll No.

57505

BBA 1st Semester (N. S.) 2014-17

Examination – November, 2019

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 types questions Carrying 2 marks each which is *compulsory*. Section B comprising 8 questions (2 questions from each unit). You have to attempt 4 questions selecting *one* from each Unit. All questions carry equal marks.

SECTION – A

1. Describe the following :

- (a) Clarity in communication
- (b) Grapewine

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P. T. O.

- (c) Hearing
- (d) Voice modulation
- (e) Memo
- (f) Sales letter
- (g) Purpose of Business reports
- (h) Minutes of meeting

SECTION- B

UNIT – I

- 2. Discuss the role of communication skills in business.
- 3. Describe communication networks.

UNIT – II

- 4. Write short notes on the following :
 - (a) Reading skills
 - (b) Listening skills
- 5. What is meant by public speaking ? How can it be made effective ?

UNIT – III

- 6. Describe the structure and layout of a claim letter.

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- 7. What is a circular ? What is the importance of a circular ?

UNIT – IV

- 8. Discuss the purpose and types of reports.
- 9. Write short notes on the following :
 - (a) Brochure
 - (b) Agenda of meeting

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