

57505

BBA 1st Semester (New Scheme) Examination,  
February-2022

**BUSINESS COMMUNICATION**

**Paper-BBAN-105**

*Time allowed : 3 hours]*

*[Maximum marks : 80*

*Note : Attempt any five questions in all, by selecting one question from each unit. Question No. 1 is compulsory.*

**Section-A**

1. Explain the following terms : 8×2=16
- (a) Role of Communication in Business
  - (b) Importance of Listening Skills
  - (c) Employment Letter
  - (d) Memo
  - (e) Public Speaking
  - (f) Brochures
  - (g) Voice Modulation
  - (h) Communication Networks

**Section-B**

**Unit-I**

2. Explain the Nature and Process of Communication. 16

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3. What are the barriers in Communication ? Describe in detail. 16

**Unit-II**

4. Explain the cognitive Process of Listening. 16
5. Write short notes on : 2×8=16
- (a) Reading Skills
  - (b) Methods for effective listening

**Unit-III**

6. Discuss the structure and layout of the Business Letters. 16
7. What is the difference between Notice and Circular ? What are the uses of these in business ? 16

**Unit-IV**

8. Describe the different types of Business Reports. Also discuss the Purposes of Report Writing. 16
9. (a) What does it mean to Record Minutes of Meetings ?
- (b) Differentiate between Agenda and Issuing Notice. 2×8=16