

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

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- (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?

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