

29806

**BBA 4 Year 2nd Semester w.e.f. 2024-25
(NEP-2020) (Skill Enhancement Course)
(SEC2)**

Examination – May, 2025

BUSINESS COMMUNICATION

Paper : 24IMSI402SE01

Time : Three Hours]

[Maximum Marks : 25

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 : Attempt *five* questions in all, selecting *one* question from each Unit. Question No. 1 is *compulsory*. All questions carry equal marks.

1. Write answers to the following in brief : $5 \times 1 = 5$
- (a) Define Communication Skills.
 - (b) What is Report Writing ?
 - (c) State any *two* Barriers of Communication.

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(d) What is Persuasive Speaking ?

(e) Define Verbal Communication with *one* example.

UNIT - I

2. Describe the barriers of effective communication in the workplace. 5
3. Explain business communication with seven Cs of effective communication with examples. 5

UNIT - II

4. Define the role and importance of business communication at workplace. 5
5. Explain the purpose and format of notice and agenda with example. <https://www.pyqonline.com> 5

UNIT - III

6. Write a brief report on the increasing sales of a product in your company. 5
7. Explain the types and structure of business report. 5

UNIT - IV

8. What are Communication Skills ? Explain its role in business. 5

9. Write short notes on the following : $2\frac{1}{2} \times 2 = 5$

(a) Body language

(b) Listening skills
