

BBA I Year Examination

BBA-06 Business Communication

Time: 3 Hours

Max. Marks: 70

Note: The question paper is divided into three sections A, B & C. Write Answers as per the given instructions.

Section A (Very Short Answer Type Questions)

Note: Answers all 7 questions. As per the nature of the questions you delimit your answer in one sentence up to 30 words. Each question carries equal marks. (Marks 2x7=14)

1. Oral Communication.
2. Self-Development.
3. Good Communication System.
4. Internal and External Stakeholders.
5. Functions of Communication.
6. What is attitude?
7. Explain the barriers of Communication.
8. Guidelines of effective communication.
9. Business Communication.
10. Personal Communication.
11. Communication skills.
12. What is written communication?
13. What is Business letters?
14. What is C.V. or Resume?
15. What is meant by Body language?
16. Sales Communication.
17. Training Communication.
18. Importance of Time Management.
19. E – marketing.
20. What is presentation?
21. What is disaster planning?
22. What is Group Discussion?
23. Email Etiquette.
24. Active listening.

Section B

(Short Answer Type Questions)

Answer any 4 questions. Each answer should not exceed 200 words. Each question carries 07 marks. (Marks 7x4 = 28)

1. Explain the Emerging Issues in Business Communication.
2. What do you mean by Communication Skills.
3. Write form of written communication.
4. What do you mean by Business letters?
5. Basic characteristics of business ethics.
6. Importance of effective organizational communication.
7. What do you understand by Effective listening? Explain tips of effective listening?
8. Distinguish between formal and informal communication.
9. What is "POPTA". How does it help while preparing your presentation?
10. Explain different types of Group Discussion.
11. Process of oral communication.
12. Define resume. Give its format contents.
13. Give the distinct features of communication.
14. Explain the various theories of Communication.
15. Explain different models of communication process.
16. What are the various objects of organizational communication?
17. Why communication is important for a business organization?
18. Explain the scope of business communication.
19. Why is a leader necessary for a discussion?
20. Describe the mediums of written communication.
21. Why stationary is required for letter writing?
22. Define resume. Give and Gestures of the body language.
23. Explain Postures and Gestures of the body language.
24. What is effective communication skills.

Section C

(Long Answer Type Questions)

Answer any 2 questions. Each answer should not exceed 500 words. Each question carries 14 marks. (Marks 2x14=28)

1. What is communication process? Explain various steps involved in the process of communication.
2. Explain the Postures and Gestures of body language.
3. "Communication is the life blood of any business organization." Comment and explain objectives of business communication.
4. What is communication process? Explain various steps involved in the process of communication.
5. What are Non-verbal aspects of communicating? Distinguish between verbal and Non-verbal communication.
6. What do you mean by written communication? Explain the advantage and disadvantages of written communication.
7. Briefly explain various theories of communication.
8. Explain various barriers to communication. How do they hinder the smooth flow of communication?
9. What do you mean by presentation? Explain various parts of presentation in detail.
10. What do you mean by communication skills? What skills does a person need to carry for a satisfactory dialogue?
11. What is relationship exists between self development and communication.
12. Explain the barriers of communication and suggest measures for over come these barriers.
13. Explain the various factors that effect effective managerial communication.
14. Communication is the life blood of any business organisation. Elucidate.
15. What skills does a person need to carry on a satisfactory dialogue?
16. Explain the advantages and disadvantages of written communication.
17. What do you mean by draft editing? What are the points to be considered while editing?
18. Define proxemics. How proxemics is important in communication?
19. What are the essentials of sampling? Explain the methods of sampling.
20. What is presentation? Explain the elements of presentation.
21. What should be strategy for effective Group Discussion?
22. Define negotiation. Explain the factors effecting negotiation.
23. What is effective listening? Differentiate between effective and ineffective listening.
24. Explain fundamental principles of interviews and also explain the way of close the interview.