

Roll No.

57505

**BBA 1st Semester (N.S.) 2014-17
Examination – November, 2017**

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 type questions carrying *two* marks each, which is *compulsory*. Section-B consists of 8 questions (2 questions from each unit). You are attempt 4 questions selecting one question from each Unit. All questions carry equal marks.

SECTION – A

1. (a) What is encoding ?
- (b) Describe grapevine.

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- (c) List few media of communication.
- (d) What is body language ?
- (e) What is a memo ?
- (f) Discuss the importance of feedback in communication.
- (g) Who records minutes of a meeting ?
- (h) What is a pitch ?

SECTION - B

UNIT - I

- 2. Discuss the process and role of communication skills in business.
- 3. Describe the various barriers of communications giving examples.

UNIT - II

- 4. How are reading and speaking skills important for employees ?
- 5. What is voice modulation ? Also describe the do's and dont's of body language.

UNIT - III

- 6. Write short notes on :
 - (a) Sales letters
 - (b) Notices and circulars
- 7. Discuss the structure and layout of business letters.

UNIT - IV

- 8. Write a detailed note on brochures.
- 9. Explain agenda and minutes of meetings.