

**57505**

**BBA 1st Semester (N.S.) 2014-17  
Examination – November, 2018**

**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 : Section – A is compulsory. Attempt one question from each Unit in Section – B. All questions carry equal marks.*

**SECTION – A**

1. Describe the following :
  - (a) Name the 7C's of communication
  - (b) Organizational barriers
  - (c) Passive listening

- (d) Benefits of active listening
- (e) Don't's of letter writing
- (f) Notice
- (g) Types of reports
- (h) Agenda of meeting

### SECTION - B

#### UNIT - I

- 2. Discuss the nature and process of communication.
- 3. Describe the individual barriers to communication.

#### UNIT - II

- 4. What is the cognitive process of listening ? Also discuss speaking skills.
- 5. Explain the role of body language in effective communication giving suitable examples.

#### UNIT - III

- 6. Give examples of a employment letter and a sales letter.

- 7. What are the important points to be considered while writing a memo and a notice ?

#### UNIT - IV

- 8. Write a detailed note on presentation of reports.
- 9. Why is it important to circulate agenda of meeting and minutes of meeting ? Explain.