

57505

BBA 1st Semester (New Scheme) Examination,
February-2022

BUSINESS COMMUNICATION

Paper-BBAN-105

Time allowed : 3 hours]

[Maximum marks : 80

Note : Attempt any five questions in all, by selecting one question from each unit. Question No. 1 is compulsory.

Section-A

1. Explain the following terms : 8×2=16
- (a) Role of Communication in Business
 - (b) Importance of Listening Skills
 - (c) Employment Letter
 - (d) Memo
 - (e) Public Speaking
 - (f) Brochures
 - (g) Voice Modulation
 - (h) Communication Networks

Section-B

Unit-I

2. Explain the Nature and Process of Communication. 16

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3. What are the barriers in Communication ? Describe in detail. 16

Unit-II

4. Explain the cognitive Process of Listening. 16
5. Write short notes on : 2×8=16
- (a) Reading Skills
 - (b) Methods for effective listening

Unit-III

6. Discuss the structure and layout of the Business Letters. 16
7. What is the difference between Notice and Circular ? What are the uses of these in business ? 16

Unit-IV

8. Describe the different types of Business Reports. Also discuss the Purposes of Report Writing. 16
9. (a) What does it mean to Record Minutes of Meetings ?
- (b) Differentiate between Agenda and Issuing Notice. 2×8=16

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