

Roll No. ....

**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

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P. T. O.

- (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.

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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.

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