

Roll No.

57505

B.B.A. 1st Sem. (N.S.) 2014-17

Examination–November, 2014

Business Communication

Paper-BBAN-105

Time : 3 hours

Max. 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 the examination.

Note : All questions of Section 'A' are compulsory. Attempt any four questions from section 'B' selecting at least one question from each unit. All questions carry equal marks.

Section-A

1. (a) Write short note on skills of business communication ?

- (b) What do you mean by attentive listening ?
- (c) What are the barriers of effective listening ?
- (d) What do you mean by gesture ?
- (e) What are the main factors affecting speaking skills ?
- (f) Explain types of communication.
- (g) Describe in brief the formal structures of report.
- (h) What is a committee report ?

Section-B

Unit-I

2. "There can be various patterns of communication within an organization".
Comment.

3. Explain the various stages of communication process. What is the importance of an effective communication ?

Unit-II

4. What is a effective listening ? Discuss the various levels of listening.
5. What does proper planning and organizing of the subject matter have in effective speaking ? Explain the characteristics of good a speech.

Unit-III

6. As a manager of the company, write a letter of interview to be sent to the person who has applied for the post of Dy. General Manager.
7. State the occasions when Circular Letters are required to be written. Draft a circular letter announcing change in premises.

Unit-IV

- 8.** Define the term 'Report'. Draft a report on behalf of Sales Manager on increasing competition from rival enterprises and also suggest remedies to overcome the increasing Competition.
 - 9.** Prepare an agenda of meeting for HR personnel, which will be taken by the senior HR Manager.
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