

SAC/Printed Pages: 03

612011
B.B.A. SECOND SEMESTER EXAMINATION
APRIL – MAY, 2015
PAPER – I
BUSINESS COMMUNICATION

Time: 3hrs

Max. Marks: 40

Min. Marks: 16

Note: All sections are compulsory. Marks are indicated against each section.

SECTION – A
Objective Type Questions

Q.1 Choose the correct answer: (1 x 5 = 5)

- (i) Communication is a process -
(a) Universal (b) Two way
(c) Continuous (d) All the above
- (ii) How many dimensions are there in Business Communication:
(a) 2 (b) 3 (c) 4 (d) 7
- (iii) Letter of enquiry is written for:
(a) Procurement of material
(b) Only for seeking information
(c) Sales of material (d) All the above
- (iv) Speaking is not only verbal activity we speak equally with all our non – verbal means too:
(a) True (b) False
(c) (a) & (b) both (d) None of the above
- (v) The science of body language is known as :
(a) Kinesics (b) Posture
(c) Gesture (d) None of these

P.T.O.

// 2 //

SECTION – B
Short Answer Type Questions

(3 x 5 = 15)

Q.2. What is meant by business communication?

OR

Write short note on formal communication net work.

Q.3. What do you mean by presentation skills?

OR

Write short note on negotiation strategies.

Q.4. Explain the meaning of business correspondence.

OR

Explain circular letter.

Q.5. What you mean by Agenda?

OR

Discuss the procedures to be followed in meetings.

Q.6. Explain the objective of report.

OR

Mention the limitations of report writing.

SECTION – C
Long Answer Type Questions

(4 x 5 = 20)

Q.7. Describe nature, objectives and elements of communication.

OR

What is the meaning of oral communication? Explain the affecting elements of oral communication.

// 3 //

Q.8. What is negotiation? Describe its nature and need for negotiation.

OR

Write short note on the following:

(i) Visual support for business presentation

(ii) Stages of negotiation process..

Q.9. Define business writing. Also discuss the principles of an effective business writing.

OR

Discuss the needs and kinds of business letters.

Q.10. What is meeting? What purpose do meetings serve?

OR

How can social media play an important role in growth of an organization?

Q.11. Discuss various types of reports used by business organizations.

OR

Distinguish between public speaking and oral reporting.
