

Roll No.....

Total No. of Questions : 13]

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Paper ID [B0104]

(Please fill this Paper ID in OMR Sheet)

BBA (BB - 104) (S05) (O) (Sem. - 1st)

BASIC BUSINESS COMMUNICATION

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 × 2 = 30)

- a) What are the advantages of oral communication?
- b) What are the factors that affect communication?
- c) Mention four different methods of communication in Business Organisation?
- d) What is the role of perception in communication?
- e) Give 3 skills important for written communication.
- f) What is Transactional Analysis?
- g) Why is it important to use Brevity in a Business Letter?
- h) 'Never Answer a letter when you are angry'. Discuss.
- i) Define circulars.
- j) What is upward communication?
- k) What are the sources of Data Collection?
- l) Why is the face called 'The index of the mind'?
- m) Mention any four essentials of a good resume?
- n) What do the following indicate :
 - (i) A LIMP Handshake.
 - (ii) A CLASP.
- o) How does listening contribute to knowledge upgradation?

A-12

P.T.O.

Section - B

(9 × 5 = 45)

- Q2)** Differentiate between signs, symbols and signals.
- Q3)** Discuss psychological factors that affect communication.
- Q4)** List out any four barriers to communication and elaborate on how they can be overcome.
- Q5)** What is Grape wine? Discuss its various types, advantages and disadvantages.
- Q6)** Explain why effective communication skills are relevant for good leadership.
- Q7)** What is the objective of a good sales letter and how to ensure its effectiveness?
- Q8)** Draft a letter to the Printers on Panel, calling for a quotation for printing your organization's Annual Report.
- Q9)** How is Internal communication different from External communication?
- Q10)** What is a Report? State various kinds of Reports relevant to your organisation?
- Q11)** The shorter the presentation, the longer it takes to prepare it. Discuss briefly.
- Q12)** You have been asked to submit a testimonial from your college principal. How will you organise it?
- Q13)** How is non-verbal communication different from verbal communication? What are its strengths and limitations?

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