

B.B.A. LL.B. (5 Year Degree Course) SEM-IV (2009 Course) :
SUMMER - 2019

SUBJECT: BUSINESS COMMUNICATION

Day : **Saturday** Time : 02.00 PM TO 05.00 PM
Date : **20/04/2019** **S-2019-1579** Max. Marks : 80

N.B.:

- 1) Attempt **ANY SIX** questions including **Q. no. 1** which is **COMPULSORY**.
 - 2) Question **no. 1** carries **20** marks and all other questions carry **12** marks each.
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- Q.1** Write short notes on (**ANY FOUR**)
- a) Miscommunication
 - b) Advantages of written communication
 - c) Cultural barriers in communication
 - d) Grape vine
 - e) Soft skill
 - f) Role of Information Technology (IT) in communication
- Q.2** Describe in detail functions of communication. Explain factors essential for effective communication.
- Q.3** A) Describe the steps for effective negotiation process.
B) Explain basic approaches for negotiation process.
- Q.4** "State skills and habits which are important for improving habit of active listening." Explain in detail.
- Q.5** Explain the importance of E-commerce in business world.
- Q.6** Describe factors that serve as barrier for effective communication.
- Q.7** Explain in detail emotional intelligence and emotional quotient. Distinguish between emotional quotient and intelligence quotient.
- Q.8** Give difference between
- a) Hearing and Listening
 - b) Soft skill and Hard skill
- Q.9** Explain different attributes for non verbal communication.
- Q.10** Explain communication cycle in detail.

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