

**B.B.A. LL.B. (5 Year Degree Course) SEM-IV (2015 Course) :
SUMMER - 2019**

SUBJECT : BUSINESS COMMUNICATION

Day : **Saturday**
Date : **20/04/2019**

S-2019-1532

Time : **02.00 PM TO 05.00 PM**
Max. Marks : **60**

N.B.:

- 1) All questions are **COMPULSORY**.
 - 2) All question carry **EQUAL** marks (12).
 - 3) Give examples **WHERE** necessary.
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Q.1 Write short notes on (ANY TWO)

- a) Silence in communication
- b) Cross cultural communication barrier
- c) persuasion

OR

Q.1 Explain how Ecommerce is a boon for business communication.

Q.2 Explain the different medias of communication

OR

Q.2 Explain the different barriers to listening.

Q.3 Explain the channels of oral and written communication.

OR

Q.3 Explain Kinesics and its impact in detail.

Q.4 Explain how MIS helps a manager take a better decision.

OR

Q.4 Explain how Soft Skills help to gain and retain a job.

Q.5 Explain the dos and don'ts of presentation.

OR

Q.5 Write short notes on (ANY TWO)

- a) BATNA
- b) Emotional intelligence
- c) Socio-psychological barrier
- d) paralanguage

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