

**B.B.A. LL.B. (5 YEAR DEGREE COURSE) SEM-IV (2015
COURSE) : SUMMER - 2018
SUBJECT : BUSINESS COMMUNICATION**

Day : **Thursday**
Date : **19/04/2018**

S-2018-1194

Time : **02.30 PM TO 05.30 PM**
Max. Marks : 60.

N.B.:

- 1) All questions are **COMPULSORY**.
 - 2) All questions carry **EQUAL** marks.
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Q.1 a) Define and explain "Communication." Explain the process of communication. (12)

OR

b) Explain the advantages of external and internal communication.

Q.2 a) Explain 'Listening is an Art.' What are the principles of good listening? (12)

OR

b) What is e-commerce? What are its advantages?

Q.3 a) Define Negotiation. Explain three measure approaches of negotiation. (12)

OR

b) Describe the important factors when preparing of presentation on PPT.

Q.4 a) Describe the norms of ethical communication for newspaper and television for cosmetic products. (12)

OR

b) Describe the various types of communication.

Q.5 a) Describe atleast 10 barriers of effective communication. (12)

OR

b) Write short notes on the following:

- i) Decoding of a message
- ii) Head movement
- iii) Grapevine
- iv) Signs and symbols.

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