

**B.B.A. LL.B. (5 YEAR DEGREE COURSE) SEM-IV (2009
COURSE) : SUMMER - 2018**

SUBJECT: BUSINESS COMMUNICATION

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

S-2018-1228

Time: **02.30 PM TO 05.30 PM**
Max Marks. 80

N.B.

- 1) **Q. No. 1 is COMPULSORY.** In addition attempt any other **FIVE** questions.
2) **Q. 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** of the following **(20)**
- a) Group discussion
 - b) Fax
 - c) Video conferencing
 - d) SIM card
 - e) E – mail
 - f) Grapevine
- Q.2** Define communication. Explain in detail the objectives of communication. **(12)**
- Q.3** Write a detail note on the principles of good listening. **(12)**
- Q.4** Explain the various barriers of communication **(12)**
- Q.5** What are the different types of communication? Explain. **(12)**
- Q.6** Explain the advantages and disadvantages of social media. **(12)**
- Q.7** Explain the format of a business letter. **(12)**
- Q.8** Explain the major types of mass communication in business. **(12)**
- Q.9** What is written communication? Explain its advantages. **(12)**
- Q.10** Explain five important telephone etiquettes. **(12)**