

**S.D.E.**  
**B.B.A. (2006 COURSE) SEM-V : SUMMER - 2018**  
**SUBJECT: BUSINESS COMMUNICATION**

Day: **Wednesday**  
Date: **06/06/2018**

**S-2018-4313**

Time: **02.00 PM TO 05.00 PM**  
Max Marks: 80

**N.B.:**

- 1) Attempt **ANY FIVE** questions from Section-I and **ANY TWO** questions from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SEPARATE** answer books.

**SECTION-I**

- Q.1** Explain the nature of communication process. Describe seven 'C'S of effective communication. (10)
- Q.2** Give the significance of "Reading skill" in communication. How to improve reading skills? (10)
- Q.3** Explain Non-verbal communication. How it is different from verbal communication? (10)
- Q.4** Give the strategies for good conversation. (10)
- Q.5** Explain essential qualities of a good presenter. (10)
- Q.6** Write short notes on (**ANY TWO**) (10)
- a) Structure of business letter.
  - b) Report Writing
  - c) Barriers to Communication.

**SECTION-II**

- Q.7** You are being the chairman of a Production Meeting and seven managers from different productions shops were called for the meeting. Prepare the minutes of meeting assuming to achieve increase in production in the next quarter by 15%. (15)
- Q.8** You have placed an order for Gear Hobbing Machine on International Machine Tools (I) Pvt Ltd. Although the promised delivery date is over, the said company has not communicated the revised date for delivery and installation of machine. Your company is in urgent need for this machine. Write a letter to the company complaining about your dissatisfaction for delayed delivery. Make you own assumptions. (15)
- Q.9** Prepare a suitable guideline for delivering a speech on "Save Environment" (15)