

**B.B.A. LL.B. (5 Year Degree Course) SEM-IV (2015 Course) :
WINTER - 2018**

SUBJECT : BUSINESS COMMUNICATION

Day : Wednesday
Date : 24/10/2018

W-2018-1323

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

N.B.:

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

- a) Mass media of communication
- b) Encoding
- c) Visual support used in presentation

OR

Q.1 Elaborate the principles of good listening? Explain the steps of Listening.

Q.2 Explain how negotiation helps the manager to reach an agreement on the best course of action.

OR

Q.2 Describe the attributes of oral and written communication.

Q.3 Explain Kinesics and its impact in detail.

OR

Q.3 Explain the elements of communication and how individual efforts help in overcoming communication barriers.

Q.4 How is grapevine communication used in organization? How does understanding cross cultural communication barriers help in better communication?

OR

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

Q.5 Explain how Soft Skills help to gain and retain a job.

OR

Q.5 Write short notes on (**ANY TWO**)

- a) Emotional intelligence
- b) Channels of written communication
- c) Ecommerce
- d) Paralanguage