

**B.B.A. LL.B. (5 Year Degree Course) SEM-IV (2009 Course) :
WINTER - 2018**

SUBJECT: BUSINESS COMMUNICATION

Day : Wednesday
Date : 24/10/2018

W-2018-1363

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

N.B.:

- 1) Attempt **ANY SIX** questions including **Q. No. 1** which is **COMPULSORY**.
 - 2) **Question 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**)

- a) Communication cycle
- b) Communication gap
- c) Communication ethics
- d) E-commerce
- e) Active listening
- f) Oral communication

Q.2 Explain the importance of business communication.

Q.3 Explain barriers for effective communication.

Q.4 What is upward and downward communication? Explain difference between them.

Q.5 State importance of business communication. Explain types of business communication.

Q.6 Explain different communication mediums in brief.

Q.7 Why active listening is important in effective business communication? Differentiates between listening and hearing.

Q.8 Explain various channels of internal communication.

Q.9 Explain steps in negotiations and persuasions.

Q.10 Explain role of IT in communication.

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