

S. D. E.
B.B.A. (2006 Course) Sem-V : WINTER - 2018
SUBJECT : BUSINESS COMMUNICATION

Day : Monday
Date : 03/12/2018

W-2018-4470

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) Both the sections should be written in **SEPARATE** answer books.
 - 3) Figures to the **RIGHT** indicate full marks.
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SECTION-I

- Q.1.** Explain the process of communication along with its importance. (10)
- Q.2.** List the types of non-verbal communication along with suitable examples. (10)
- Q.3.** Elaborate the steps for improving reading skills. Write the advantages of good reading skills. (10)
- Q.4.** Describe the structure of a business letter with a suitable example. (10)
- Q.5.** Explain the barriers to listening and measures to reduce the barriers. (10)
- Q.6.** What are the uses of visual aids in enhancing presentation? (10)
- Q.7.** Write short notes on **ANY TWO**: (10)
- a) Guidelines for preparing a speech
 - b) Importance of body language in communication
 - c) Essentials of effective verbal communication

SECTION-II

- Q.8.** An advertisement in the Indian Express is: Young men with good academic record required for management trainee positions in an MNC. Handsome pay would be given. Apply within 15 days. Write a covering letter with a resume attached for the same. (15)
- Q.9.** Write an email to congratulate your team member who has received the award of the best employee this year. (15)
- Q.10.** You are the sales manager of Star General and Electric Store, Mumbai. You have received a complaint letter from one of the customers about the defective electric toaster he bought from your store. Draft a suitable reply. (15)

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