

**B.B.A. LL.B. (5 YEAR DEGREE COURSE) SEM-IV (2009
COURSE) : WINTER - 2017**

SUBJECT : BUSINESS COMMUNICATION

Day : Wednesday
Date : 04/10/2017

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

W-2017-1105

N.B.:

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

- a) Encoding
- b) Upward communication
- c) Written communication
- d) Mass communication
- e) Negotiation process
- f) Communication gap

Q.2 Define Communication. Explain the functions of communication.

Q.3 Explain various mediums used for non-verbal communication.

Q.4 Give differences between:

- a) Hearing and Listening
- b) Diagonal communication and grapevine communication

Q.5 Explain what are personality issues in communication.

Q.6 Explain various communication ethics to be followed.

Q.7 Explain various mediums of communications.

Q.8 Explain various objects of internal communication.

Q.9 Explain various factors which affect communication.

Q.10 Why feedback is important in communication? Explain in detail.

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