

**B.B.A. LL.B. (5 YEAR DEGREE COURSE) SEM-IV (2015  
COURSE) : WINTER - 2017  
SUBJECT : BUSINESS COMMUNICATION**

Day : Wednesday  
Date : 04/10/2017

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

**W-2017-1078**

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**N.B.:**

- 1) All questions are **COMPULSORY**.
  - 2) All questions carry **EQUAL** marks.
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**Q.1 a)** Define Listening. Explain the difference types of listening. (12)

**OR**

b) Explain the advantages and disadvantages of written communication.

**Q.2 a)** Define Communication. What is the principle of effective communication? (12)

**OR**

b) What is body language? Explain facial expressions and postures.

**Q.3 a)** What is MIS? Explain the relevance in management. (12)

**OR**

b) Define e-commerce. What are its advantages?

**Q.4 a)** Describe differences between soft skills and hard skills. (12)

**OR**

b) What is a grapevine? Describe importance steps to minimize its bad effect to be taken by a manager.

**Q.5 a)** Explain the importance of negotiations and business. Describe the guidelines for successful negotiation. (12)

**OR**

b) Write short notes on the following:

- i) Horizontal communication
- ii) Hand movement
- iii) Feedback
- iv) Soft skill.

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