

S.D.E.

B.B.A. (2006 COURSE) SEM-V : WINTER - 2017

SUBJECT: BUSINESS COMMUNICATION

Day: **Saturday**
Date: **16/12/2017**

W-2017-4122

Time: **10.00 AM TO 1.00 PM**
Max Marks: 80

N.B.:

- 1) Attempt **ANY FIVE** questions from Section-I and **ANY TWO** questions from Section-II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answer to both the **SECTION** should be written in **SEPARATE** answer books.
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SECTION-I

- Q.1** Explain the process of communication with suitable diagram. **(10)**
- Q.2** Describe seven 'C' s of effective communication. **(10)**
- Q.3** Differentiate between verbal and non-verbal communication with suitable examples. **(10)**
- Q.4** Explain importance of "Listening" in communication. Also suggest guidelines for improving listening skills. **(10)**
- Q.5** What is body language? Explain its significance in communication. **(10)**
- Q.6** Write short notes on **(ANY TWO)** **(10)**
- a) Structure of business letter.
 - b) Barriers to Communication.
 - c) Reading Skills.

SECTION-II

- Q.7** Prepare a suitable guideline for delivering a speech on "Safe Driving". **(15)**
- Q.8** Prepare an agenda for annual general meeting of your company. **(15)**
- Q.9** You were asked to recommend two names to the Managing Director for presentation of newly introduced FMCG product. What are the qualities of presenter you will keep in mind before recommending these two names. (Make your own assumptions) **(15)**

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