

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (2006 COURSE)
B.B.A. Sem-V : WINTER :- 2021
SUBJECT: BUSINESS COMMUNICATION

Day : Friday
Date 4/3/2022

W-5396-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 80

N.B.

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

- Q.1** State the importance of communication. Explain the objectives of communication. (10)
- Q.2** What are the essentials to be followed for verbal communication? (10)
- Q.3** What are the listening barriers? (10)
- Q.4** List the types of business letters. (10)
- Q.5** Explain the structure of a good presentation. (10)
- Q.6** What is the significance of written communication in business? Write the features of a good written communication. (10)
- Q.7** Write short notes on **ANY TWO** of the following. (10)
- a) Para Language
 - b) Seven Cs of communication
 - c) Guidelines for preparing a speech.

SECTION-II

- Q.8** Prepare a notice for a meeting of class representatives of your college for organizing Management Quiz in the college. Also write the minutes of meeting. (15)
- Q.9** Write an application to the HR manager of a manufacturing firm for the post of trainee engineer. (15)
- Q.10** Write a letter to 'Star publishing house' for the enquiry of books of various subjects for your course. Also request the manager to send the quotations. (15)

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