

**B.B.A. LL.B. SEM-IV (FIVE YEAR LAW) (CBCS- 2015 COURSE): Winter- 2021**  
**SUBJECT: BUSINESS COMMUNICATION**

Day: Saturday  
Date: 18-12-2021

Time: 02:00 PM-04:30 PM  
Max. Marks: 60

**W-12536-2021**

**N.B.:**

- 1) All questions are **COMPULSORY**.
- 2) Each questions carry **12** marks.

**Q.1** Write short notes on **ANY TWO** of the following:

- a) Communication Ethics.
- b) MIS (Management Information System).
- c) Use of Electronic Mediums in communication.

**OR**

Write short notes on **ANY TWO** of the following:

- a) Overcoming Barriers.
- b) Internet as a means of Communication.
- c) Use of Silence in Communication.

**Q.2** Explain the process of Negotiation. Explain the importance of persuasion and how does it help in the professional life.

**OR**

Explain the requirement of Hard skills and Soft skills for the success of a professional.

**Q.3** Write short notes on **ANY TWO** of the following:

- a) Symbolic Communication.
- b) Paralanguage.
- c) Emotional Intelligence.

**OR**

Explain the Barriers to Communication.

**Q.4** Explain the Merits and Demerits of Grapevine for an organization.

**OR**

Explain the process of communication and explain the importance of each element.

**Q.5** Explain the steps to be taken for making an effective presentation.

**OR**

Differentiate the terms. Hearing and Listening explain the techniques for effective listening.

\* \* \* \*