

B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS - 2015 COURSE)

B.B.A. LL. B. Sem - IV : : SUMMER - 2022

SUBJECT : BUSINESS COMMUNICATION

Day : Monday
Date : 23-05-2022

S-12536-2022

Time : 10:00 AM-12:30 PM
Max. Marks : 60

N.B.

- 1) All questions are **COMPULSORY**
- 2) Figure to the right indicate **FULL** marks.

- Q.1** Explain the different medias of Communication. (12)
OR
- Q.1** Write Short Note on (ANY TWO) (12)
a) BATNA
b) Emotional Intelligence
c) Socio-psychological barrier
d) Minutes of the meeting
- Q.2** Explain the different barriers to Listening. (12)
OR
- Q.2** Explain the Dos and Don'ts of presentation. (12)
- Q.3** Explain the channels of Oral and Written Communication. (12)
OR
- Q.3** Explain Kinesics and its impact in detail. (12)
- Q.4** Explain how MIS helps a manager take a better decision. (12)
OR
- Q.4** Explain how Soft Skills help to gain and retain a job. (12)
- Q.5** Explain how Ecommerce is a boon for Business Communication. (12)
OR
- Q.5** Write Short Note on: (ANY TWO) (12)
a) Process of communication
b) Cross Cultural Communication barriers
c) Persuasion

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