

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-I :SUMMER- 2022
SUBJECT : BUSINESS ENGLISH - COMMUNICATION

Day : Monday
Date : 6/6/2022

S-18807-2022

Time : 02:00 PM-05:00 PM
Max. Marks : 60

N.B.

- 1) Attempt **ANY THREE** questions from Section – I and **ANY TWO** questions from Section – II.
 - 2) Figures to the **RIGHT** indicate **FULL** marks.
 - 3) Answers to both the sections should be written in the **SAME** answerbook.
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SECTION – I

- Q.1** Explain – (12)
a) 7 C's of communication.
b) Importance of communication.
- Q.2** Discuss the different strategies to ensure effective verbal communication. (12)
- Q.3** State the role of body language, posture and gestures in achieving successful conversation. (12)
- Q.4** How do good reading habits help an individual to become a better communicator? Discuss with the help of few illustrations. (12)
- Q.5** Write short notes on **ANY THREE** of the following: (12)
a) Structure of a business letter.
b) Use of visual aids in presentation.
c) Non-verbal aspects of written communication.
d) Business letter format. (any one)
e) Barriers to Listening.

SECTION – II

- Q.6** You are requested to give a Presentation on the new product to be launched by your company. Explain in detail the pre-work that you will undertake to give an effective Presentation. (12)
- Q.7** Place an Order of twelve Air-Conditioners for your new office set-up with M/s Deepak Electronics. Make the necessary assumptions. (12)
- Q.8** Draft a Job Application letter in response to an advertisement by Blue Diamond Hotel for the post of a 'Guest Relations Officer'. (12)

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