

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

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

SUBJECT : BUSINESS COMMUNICATION

Day : Monday

Time : 10:00 AM-12:30 PM

Date : 28-11-2022

W-12536-2022

Max. Marks : 60

N.B.:

- 1) All questions are **COMPULSORY**.
 - 2) Each questions carry **12** marks.
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Q.1 Write short notes on **ANY TWO** of the following:

- a) Communication Ethics.
- b) Emotional Intelligence and Emotional Quotient.
- c) Persuasion.

OR

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

- a) Ecommerce.
- b) MIS.
- c) Cross Cultural Barrier.

Q.2 Explain how the conventional mediums and mass communication are used for effective communication.

OR

Describe the various measures managers should take to minimize the bad effects which might be caused by the Grapevine.

Q.3 Explain the process of communication and explain 'Noise' in detail.

OR

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

- a) Physical Barrier.
- b) Silence in Communication.
- c) Hearing and Listening.

Q.4 Explain the impact and importance of Body language in effective communication.

OR

Justify the importance of Negotiation process and describe the approaches for using Negotiations.

Q.5 Precautions to be considered while making an effective PPT presentation.

OR

Explain the concept of Hard skills and Soft skills and its importance in corporate sector.

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