

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

Day : Thursday

Time : 02:00 PM-05:00 PM

Date : 8/12/2022

W-18807-2022

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) Answer to both the sections should be written in **SEPARATE** answer books.
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SECTION – I

- Q.1** Write a detailed note on 'Barriers to communication' citing appropriate examples. **(10)**
- Q.2** Discuss the importance of speaking skills in the modern business world. Explain the strategies to be adopted for effective conversation. **(10)**
- Q.3** State the significance of non-verbal communication and any three methods used to communicate non-verbally. **(10)**
- Q.4** 'Effective listening is crucial for the success of any communication process.' Comment. **(10)**
- Q.5** Write Short Notes on **ANY TWO** of the following: **(10)**
- 1) Use of visual aids in presentation
 - 2) Structure of a business letter
 - 3) Listening barriers

SECTION –II

- Q.6** You had ordered laptops for the office which have been delivered in a damaged condition. Write a letter of complaint to the supplier asking to replace the damaged pieces. **(15)**
- Q.7** As a manager of a computer training institute, draft a sales letter to be sent to housewives encouraging them to join a two-month MS-CIT course. **(15)**
- Q.8** As an ex-army officer you are invited to be the chief guest for the Republic Day function of a school. Draft an appropriate speech addressing the school children. **(15)**

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