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Roll No. ....

BBA – I Sem.

**NP – 3039**

**B.B.A. Examination, Dec. 2011**

**Business Communication**

**(BBA-102)**

**(Old Course - I)**

*Time: Three Hours ]*

*[ Maximum Marks : 75*

**Note:** Attempt all the Sections as per directions.

**Section – A**

**(Very Short Answer Questions)**

**Note :** Attempt all five questions. Each question carries

**three** marks. Very short answer is required not exceeding 75 words. 5×3

1. Communication in an organization takes three main forms. What are they?
2. Write down "Ten Commandments" of effective Communication.

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3. What is "Pride Model" in effective Communication. Who developed this Model.
4. Write brief note on Meta Communication and filtering regarding technical aspects in Communication barriers. <https://www.ccsustudy.com>
5. Describe the formation factors of Attitude?

**Section – B**

**(Short Answer Questions)**

**Note:** Attempt any two questions out of the following three questions. Each question carries 7½ marks. Short answers required not exceeding 200 words.

6. Discuss the general and specific purpose of a presentation?
7. What are the three interrelated factors that define the Writer-Reader relationship, when planning a Communication?
8. Why are certain messages disorganized? Can you list the faults?

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**Section – C**  
**(Detailed Answer Questions)**

**Note:** Attempt any **three** questions out of the following **five** questions. Each question carries 15 marks

Answer is required in detail. 3×15

9. Answer the following : 5+5+5

- (a) Four Components of a memo
- (b) Three types of analytical reports
- (c) Two types of informational reports

10. What is E-Commerce? Describe the process and advantages of E-Commerce. Explain in detail types of E-Commerce and give their merits. 3+6+6

11. Write notes on the use of following in business communication : 4+3½+4+3½

- (a) Groupware
- (b) CD-Rom Database
- (c) Faxes
- (d) Voice Mail

12. What do you mean by resume? Discuss the components of an effective resume and narrate the emerging trends in preparation of resumes? 3+6+6

13. Explain the following categories of introduction of a presentation: 5+5+5

- (a) Orientation
- (b) Motivation
- (c) Rapport

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