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(21213) Roll No.
BBA - I Sem.

NP-3039

B.B.A. Examination, Dec. 2013

Business Communication

(BBA-102)

(Old Course-I)

Time : Three Hours] [Maximum Marks : 75

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

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 = 15

1. What do you mean by Communication.

P.T.O.

2. What do you mean by Mock Interviews.
3. Give the objectives of Sale Letter.
4. What is ORAL REPORT.
5. What is Effective Listening.

Section - B

(Short Answer Questions)

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

6. Are there any objectives of Communication, If yes, give them. 7½
7. What do you understand by GRICE maxims. Discuss in shorts. 7½
8. Give an Example of CREDIT Engines. 7½

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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. $3 \times 15 = 45$

9. Write Essay on the following: $5 \times 3 = 15$
- (a) Classical Communication Models.
 - (b) Early Linear Models
 - (c) No-Linear Models.
 - (d) Multidimensional Models.
 - (e) Suggestion for Communication models.
10. What do you know about groups. What are its types. How can a Group Discussion be made effectives. 15
11. What do you understand by writing skills. What are the different stages of letter writing. 15

12. Discuss the Principles of Oral Presentation in detail. Also explain the factors affecting it. 15
13. What is an e-mail. How it is originated ? Enumerate its main features. 15