

(20115)

Roll No. ....

BBA-I Sem.

# NP-3039

**B. B. A. Examination, Dec. 2014**

**Business Communication**

**(BBA-102)**

**(Old Course-I)**

*Time : Three Hours*

*[Maximum Marks : 75]*

*Note : Attempt question from all Sections as per instructions.*

### Section-A

**(Very Short Answer Questions)**

Attempt all *Five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.  $3 \times 5 = 15$

1. HAS communication any scope.
2. How should the order letter be drafted ?
3. Define sign language.

4. What are the advantages of E-mail ?
5. What is a page break ?

### Section-B

**(Short Answer Questions)**

Attempt any two questions out of the following three questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not exceeding 200 words.  $7\frac{1}{2} \times 2 = 15$

6. What is the importance of Communication in Business World ?
7. What are the Guidelines to conduct an effective interview ?
8. What is effective written listening ?

### Section-C

**(Detailed Answer Questions)**

Attempt any *three* questions out of the following five questions. Each questions carries 15 marks. Answer is required in detail.  $15 \times 3 = 45$

**NP-3039**

9. Explain the following categories of introduction of a Presentation : 5+5+5
- (a) Orientation
  - (b) Motivation
  - (c) Report.
10. Write a note on Barriers of communication and its improvement. 15
11. Write short notes on the following :  $7\frac{1}{2} \times 2$
- (a) Sales presentation
  - (b) Training Presentation.
12. Define listening. What are the principles of effective listening. Enumerate the elements of effective listening. <https://www.ccsustudy.com>
13. What is E-mail protocol ? Write advantages and disadvantages of E-mail.

<https://www.ccsustudy.com>

Whatsapp @ 9300930012

Send your old paper & get 10/-

अपने पुराने पेपर्स भेजे और 10 रुपये पायें,

Paytm or Google Pay से

**NP-3039-3-2900**