

O

(Printed Pages 4)

(20112)

Roll No.

BBA – I Sem.

O 3039

B.B.A. Examination, Dec. 2011

Business Communication

(BBA-102)

(Old Course II)

Time: Three Hours]

[Maximum Marks : 75

Note: Answer any five questions. All questions carry equal marks.

1. Explain the following issues related to Communication with electronic technology : 3.75×4

(a) Information Flow

(b) Technostress

(c) Corporate Website

(d) Organizational Structure

2. Explain the different types of software used in business communication. Discuss the three type of E-Commerce. 9+6

3. What are the important points to remember while writing positive messages? Explain various types of "positive replies" and their salient features. 6+9

4. Explain the reason for a well organised business message? Why are Certain messages disorganized? Can you lists the faults? 5+5+5

5. Describe objectives, elements and nature of communication. 5+5+5

6. What do you understand by Symbiotic Interactionism? Discuss the importance and influencing factors of Symbiotic Interactionism. 5+10

P.T.O.

O3039\1700\2

7. Write an essay on the principles of communication. 15
8. "Group decisions are not always Good". Comment.
Discuss the various techniques of Group decision-making. 6+9
9. Write notes on the following : 3×5
- (a) Objectives of Written Communication.
- (b) Structure of Written Communication.
- (c) Readability.
- (d) Mechanical Soundness.
- (e) Tactfulness.
10. (a) How would you plan your career path?
- (b) Describe the following with their functions :
- (i) Job-enquiry letter;
- (ii) Solicited letter;

- (iii) Portfolio
- (iv) Application form
- (v) Follow-up letter.