

Question Paper Code : 1733

B.B.A. (Semester-II) Examination, 2018

BUSINESS COMMUNICATION

[BBA-201]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, **one** question is to be attempted from each unit.

1. Explain the following in brief : [3x10=30]
- (a) Limitations of oral communication
 - (b) Advantages of formal lines of communication
 - (c) Psychological barriers in communication
 - (d) Proximities
 - (e) Web-conferencing
 - (f) Facilitators to communication
 - (g) Memorandum

- (h) Minutes of narration
- (i) Perception
- (j) Agenda of a meeting

UNIT-I

- 2. Explain the process of communication with the help of a diagram. How does NOISE create a barrier in communication? Explain with example. [10]
- 3. 'Communication is the lifeline of any organisation'. Discuss the strategies for making communication effective, highlighting the importance of internal communication. [10]

UNIT-II

- 4. What are the different levels of listening ? Discuss the advantages of effective listening and ways in which one can improve listening skills. [10]
- 5. What does the term 'Business Etiquette' mean to you? Why are business etiquette rules unwritten ? Why are good business etiquette necessary for good business? [10]

UNIT-III

- 6. What are the major forms of non-verbal communication? Discuss the ways in which non-verbal communication helps managers in interacting with their subordinates effectively. [10]
- 7. Define Organisational Conflict. What strategies should be adopted to overcome them ? [10]

UNIT-IV

- 8. What is a 'Report' ? Explain the salient features of report writing along with the format of a formal report. [10]
- 9. (a) Write a cover letter to the Personnel Head of a Management Consultancy firm, for applying for the position of management trainee, against the vacancy advertised by the firm, in a newspaper recently. [5]
- (b) Draft a short Curriculum Vitae mentioning the relevant qualification that you possess for the above mentioned [Q. (9a)] position. [5]

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