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Roll No.

BBA-105

B. B. A. (FIRST SEMESTER)

MID SEMESTER EXAMINATION,

Nov., 2022

BUSINESS COMMUNICATION-I

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each sub-question carries 10 marks.

1. (a) Enumerate on the Importance of Communication. (CO1)

OR

(b) Explain the process of communication.

2. (a) Interpret the concept of 7C's of Communication. (CO2)

P. T. O.

(2)

OR

(b) Demonstrate the kind and also the advantages of active listening.

3. (a) Analyze the nature and scope of oral communication. (CO3)

OR

(b) Explain the concept of 'barriers to communication'.

4. (a) Evaluate the channels of communication.

(CO4)

OR

(b) Summarize the various channels of oral communication.

5. (a) Synthesize about the types of communication.. (CO5)

OR

(b) Anticipate the significance of Listening.

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