

H

Roll No.

BBA-105

B. B. A. (FIRST SEMESTER)

END SEMESTER

EXAMINATION, Jan., 2023

BUSINESS COMMUNICATION

Time : Three Hours

Maximum Marks : 100

Note : (i) All questions are compulsory.

(ii) Answer any *two* sub-questions among
(a), (b) and (c) in each main question.

(iii) Total marks in each main question are
twenty.

(iv) Each sub-question carries 10 marks.

1. (a) Enumerate the concept of 7C's of
communication. (CO1)
- (b) Explain the process of business
communication in detail. (CO1)
- (c) Analyze the barriers in communication.
(CO1)

P. T. O.

(2)

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2. (a) Demonstrate the importance of communication in today's scenario. (CO2)
- (b) Summarize the concept of "Channel of Oral Communication". (CO2)
- (c) Anticipate the significance and kinds of listening. (CO2)
3. (a) Synthesize and explain the types of communication. (CO3)
- (b) Explain your understanding on "Parts of Speech" with suitable examples. (CO3)
- (c) Demonstrate the meaning of the following words and frame sentences of each of the given words : (CO3)
Paradigm, Authorization, Dress code, Conscience, Epidemic.
4. (a) Interpret the concept of 'Business memo'. (CO4)
- (b) Summarize the types of letters used in an organization. (CO4)
- (c) Enumerate the importance of letter writing. Elaborate characteristics of good business letter. (CO4)

(3)

5. (a) Evaluate the purpose of group discussion. Describe briefly *five* characteristics of a successful group discussion. (CO5)
- (b) Anticipate the do's and don'ts of Interview. (CO5)
- (c) Write your understanding of the term interview. Explain the types of interview. (CO5)

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