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Roll No.

BBA-105

B. B. A. (FIRST SEMESTER)

MID SEMESTER

EXAMINATION, Jan., 2023

BUSINESS COMMUNICATION

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) Write your understanding of the term communication. Discuss its importance.

(CO1)

OR

- (b) Describe the process of communication, clearly indicating the role of each constituent element.

(CO1)

2. (a) Explain in detail the 7 C's of communication.

(CO2)

P. T. O.

(2)

OR

(b) "Communication is two-way process".
Explain. (CO2)

3. (a) Summarize the different channels of
communication. (CO3)

OR

(b) Differentiate between verbal and non-
verbal communication. (CO3)

4. (a) Specify the different types of
communication. Which type is the most
common and which has the greatest
impact and why? (CO4)

OR

(b) Illustrate the term listening? Write a
detailed note on importance of listening.
(CO4)

5. (a) Define oral communication. Also explain
its importance. (CO5)

OR

(b) Describe different channels of oral
communications. (CO5)