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Learner would be able to apply the various channels of communication for effectively transferring thought process.)

OR

(b) Describe different channels of oral communication. (CO2 : Learner would be able to apply the various channels of communication for effectively transferring thought process.)

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B. B. A. (FIRST SEMESTER)

MID SEMESTER EXAMINATION, 2021-22

BUSINESS COMMUNICATION

Time : 1 : 30 Hours

Maximum Marks : 50

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

(ii) Each question carries 10 marks.

1. (a) Define the term 'communication'. Discuss its need and importance. (CO1 : Learner would be able to understand the basic communication skills in real corporate with practical knowledge.)

OR

(b) Describe the process of communication, indicating clearly the role of each

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constituent element. (CO1 : Learner would be able to understand the basic communication skills in real corporate with practical knowledge.)

2. (a) Explain in detail the 7 C's of communication. (CO1 : Learner would be able to understand the basic communication skills in real corporate with practical knowledge.)

OR

- (b) Discuss in detail barrier faced by an employee in an organization. (CO1 : Learner would be able to understand the basic communication skills in real corporate with practical knowledge.)
3. (a) Classify the different channels of communication. (CO1 : Learner would be able to understand the basic communication skills in real corporate with practical knowledge.)

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(b) Differentiate between formal and informal communication. (CO1 : Learner would be able to understand the basic communication skills in real corporate with practical knowledge.)

4. (a) Specify the different types of communication. Which type is the most common and which has the greatest impact and why ? (CO2 : Learner would be able to apply the various channels of communication for effectively transferring thought process.)

OR

(b) What is listening ? Discuss in detail the types of listening. (CO2 : Learner would be able to apply the various channels of communication for effectively transferring thought process.)

5. (a) Define oral communication. Also explain its importance, nature and scope. (CO2 :