

MID-TERM EXAMINATION
Course Name: BBA (Semester: First)
(October, 2023) OFF LINE mode

Subject Code: AMC-153**Subject: Business Communication****Time: 1 ½ Hours****Maximum Marks: 30****Note: Q. 1 is compulsory.**

Q1		(2.5*4)	
	(a) Define Communication. Explain the communication process with the help of a diagram.		
	(b) Define barriers to communication. Explain atleast four barriers to effective communication in day-to-day life.		
	(c) What are artifacts in nonverbal communication ?		
	(d) Define soft skills. Explain four most sought after soft skills in the corporate these days.		
Q2	(Attempt any Two Parts) UNIT-1	(5,5)	
	(a) Explain the 7 C's of Effective Communication with examples.		
	(b) Describe conceptual issues in communication with relevant examples.		
	(c) Explain five facilitators in communication process with examples		
Q3	(Attempt any Two Parts) UNIT-2	(5,5)	
	(a) Explain the difference between verbal and nonverbal communication with relevant examples.		
	(b) Explain each one of them: (i). Kinesics (ii) Haptics (iii) Proxemics (iv) Chronemics (v) Oculesics.		
	(c) Describe paralanguage. Explain its role in communication with relevant examples.		

Clarity.
B, Li,
non-verbal
Good.

Voice com.
not very