

# END TERM EXAMINATION

SECOND SEMESTER [BBA] JULY 2023

Paper Code: BBA-110

Subject: Business Communication

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Write Short notes on (any three) (3x5=15)  
(a) Types of Presentation  
(b) Types of Reports  
(c) Notice  
(d) Agenda
- Q2 "Communication is two-way process". Explain the process of communication? (15)
- Q3 Explain the objective and function of business communication? Explain the 7C's of Good Communication. (15)
- Q4 Explain the impact of Globalization on Organizational and multicultural communication. (15)
- Q5 What are the barriers in cross cultural communication and how can they be overcome? (15)
- Q6 Draft an application for the post of Company Secretary and then an appointment letter in a large Public Limited Company? (15)
- Q7 Write a letter of complaint to an automobile company complaining about a defect in the vehicle you have bought and seeking appropriate relief. (15)
- Q8 What is Report? Discuss the characteristics of a good Report What guidelines should be followed while writing a project report? (15)

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