

Roll No .....

Total Pages : 3  
14115

**BBA / M-15**

**BUSINESS COMMUNICATION-I**  
**Paper –BBA- 113**

Time Allowed : 3 Hours }

Maximum Marks : 80

Note : Attempt five questions in all . Question No . 1 is compulsory.  
All questions carry equal marks

**Compulsory Question**

1. Describe the following:

- {a} Essentials of Effective Business Communication
- {b} Barriers to Effective Communication
- {c} Essential of a job application
- {d} Symbols and signs as means of Communication
- {e} Basic parts of Speech
- {f} Principles of Translation.

2. What is Business Communication? Describe its significance in Business Enterprises.

3. Write an application seeking a House Building Loan of 10 lakh.

4. What are Homonyms? Identify or describe correct word usage for any five such cases.

5. What is Non-verbal communication? What is its significance? Describe.

6. Write a comprehensive note on the Art of self-presentation and conduct.

7. Do you believe communication can be modeled? Describe any such model in detail.

8. State and Differentiate between the Linguistics and Paralinguistic aspects of Communication.

