

Roll No. ....

Exam Code : J-19

Subject Code—0777

**B. B. A.(Second Year) EXAMINATION**

(Batch 2018 Onwards for Lateral Entry)

BUSINESS COMMUNICATION

BBA-206

*Time : 3 Hours*

*Maximum Marks : 70*

**Note :** Attempt *Five* questions in all, selecting *one* question from each Unit. Q. No. **1** is compulsory. All questions carry equal marks.

**1.** Define the following in brief :

- (a) Communication Networks
- (b) Reading Skills
- (c) Writing Memo
- (d) Brochures
- (e) Minutes of Meeting
- (f) Content of Project Report
- (g) Notice and Circular.

**7×2=14**

### **Unit I**

2. Define the term Business Communication. Discuss, how communication is the lifeline of organization ? **14**
3. What do you understand by communication barriers ? Explain different types of barriers in detail. **14**

### **Unit II**

4. Explain the various stages of listening process. List essentials of good listening. **14**
5. Explain Speaking Skills. Discuss the utility of voice modulation and body language in verbal communication. **14**

### **Unit III**

6. Elaborate the different types of written communication in a business organisation and importance of business letters. **14**

7. As a communication manager, what would be the steps and measures taken by you to improve the written communication in your organisation ? Explain. **14**

### **Unit IV**

8. What is the basic purpose of business report ? Write briefly about the presentative letters and sales letters in a business organization. **14**
9. Explain in detail the various types of business report and their framework. **14**