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B.B.A. (First Semester) EXAMINATION, 2016
BUSINESS COMMUNICATION SKILLS (112)
(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

1. Define Communication. Explain the process of Communication in detail. [15]

Or

What do you mean by communication ? Explain the parriers to communication. [15]

2. What is paralinguistic communication ? Explain advantages and disadvantages of paralinguistic communication. [15]

Or

Define effective oral communication. Explain principles of effective oral communication. [15]

3. Compare oral and written communication with respect to its advantages and disadvantages. [15]

Or

Write an application letter for employment and draft a resume to ABC Ltd. for the post of Marketing Executive. [15]

P.T.O.

4. Define the Art of Listening. Explain the barriers of listening. [15]

Or

What is media in communication ? Discuss advantages and disadvantages of media. [15]

5. Write short notes on (any *four*) : [20]

(a) Telegram

(b) Grapevine

(c) Press Conference

(d) Agenda

(e) Group Discussion

(f) Phone Etiquette.