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Seat No.	
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**B.B. A. (Part - I) (Semester - I) Examination; April - 2016**

**ENGLISH**

**Business Communication (Paper - I)**

**Sub. Code : 22925**

**Day and Date : Monday, 18 - 04 - 2016**

**Total Marks : 50**

**Time : 03.00 p.m. to 05.00 p.m.**

- Instructions :**
- 1) All the questions are compulsory.
  - 2) Figures to the right indicate full marks.

**Q1)** What are the salient features of written communication? Write in brief about the advantages and disadvantages of written communication. **[15]**

**OR**

Define the term communication. Explain the basic types and forms of communication.

**Q2)** Write short answers of the following (Any Two) **[2 x 10 = 20]**

- a) What are the different types of reports? Explain the structure and purpose of each type.
- b) What are the qualities of good writing?
- c) What are the barriers of communication?
- d) What is the importance of business letters in modern world?

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[3 x 5 = 15]

Q3) Write Short notes (Any Three):

- a) Inter Departmental Communication.
- b) Non - verbal Communication.
- c) Office circulars.
- d) The process of Communication.
- e) Your attitude.