

Seat No.	
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B.B.A.(Part - I)(Semester - I) Examination, April -2017
Business Communication (Paper-I)
Sub. Code : 22925

Day and Date : Monday, 17 - 4 - 2017

Total Marks : 50

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

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

Q1) Define Report and explain its various types, importance and purpose. [15]

OR

Define Communication and explain its importance in the business world.

Q2) Answers in brief : (Any Two) [20]

- Write the process of communication in detail
- What are the barriers to communication?
- Write in short the importance of body language.
- What are the qualities of good writing?

Q3) Write short notes on : (Any Three) [15]

- Facial Expressions
- Eye Contact
- Ways of overcoming the barriers
- Upward communication.

