

Seat No.	
-------------	--

B.B.A. (Part-I) (Semester-I) Examination, March - 2014
BUSINESS COMMUNICATION (Paper-I)
Sub. Code : 22925

Day and Date : Friday, 21-03-2014

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

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

Q1) Define communication and explain in detail the process of communication. **[15]**

OR

Explain in detail the basic types of communication.

Q2) Write short answers of the following (Any Two): **[20]**

- a) What are the qualities of good writing?
- b) What are the different ways of inter departmental communication?
- c) What are the different types of reports.
- d) Write a letter of enquiry to Bharat. Electrical Appliances asking for a catalogue, price list and terms and conditions.

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

- a) Barriers of communication.
- b) Non-verbal communication.
- c) Your attitude.
- d) Structure of formal report.
- e) Need and importance of communication.

