

Seat No.	
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**B.B.A. (Part - I) (Semester - I) Examination, Nov. - 2013**  
**BUSINESS COMMUNICATION (Paper - I)**  
**Sub. Code : 22925**

**Day and Date : Tuesday, 12 - 11 - 2013****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 need and importance of communication skills. **[15]**

**OR**

What are the different forms of communication? Elaborate in detail.

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

- a) What are the barriers of communication and has to overcome them?
- b) Explain briefly the process of formal written communication.
- c) What are the qualities of good writing?
- d) Write a letter, on behalf of Gupta Metal Works to Star Furnishers, Mumbai requesting them to send quotation for office furniture.

**Q3)** Write short notes (any three) : **[15]**

- a) Process of communication.
- b) Written communication.
- c) Yon attitude.
- d) Office circulars.
- e) Principles of writing report.

