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**B.B.A. (Part - I) (Semester - I) Examination, November - 2014****BUSINESS COMMUNICATION (Paper - I)****Sub. Code : 22925****Day and Date : Monday, 03 - 11 - 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 its need and importance. [15]**

**OR**

What is communication? What are the various forms of communication?

**Q2) Write short answers of the following (Any 2) : [20]**

- Explain the importance of listening in communication.
- Write in detail the process of communication.
- What are the qualities of good writing.
- Draft a letter of enquiry to the vehicle dealer about the new two-wheeler you wish to buy.

**Q3) Write short notes on (Any 3) : [15]**

- Importance of Non-verbal Communication.
- Advantages of Written Communication.
- Your Attitude.
- Barriers of Communication.
- Defination and importance of Report.

