

Seat No.	
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B.B.A. (Part - I) (Semester - I) Examination, November - 2015
BUSINESS COMMUNICATION (Paper - I)
Sub. Code : 22925

Day and Date : Saturday, 07 - 11 - 2015**Total Marks :50****Time : 12.00 noon to 2.00 p.m.**

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

Q1) What is communication? Explain the needs and importance of communication skills. **[15]**

OR

Explain the qualities of good writing.

Q2) Write short answers (Any two) : **[2 × 10 = 20]**

- a) Discuss the inter departmental communication.
- b) Explain the principles of writing reports.
- c) Explain the basic types of communication.
- d) Discuss the business correspondence in organisation.

Q3) Write short notes (Any three): **[3 × 5 = 15]**

- a) Verbal and non verbal communication.
- b) Your attitude.
- c) Write a letter Vishal cycles Ltd., Kolhapur to Hero cycle Ltd., Gandhinagar enquiring about the latest prices of these cycles and other terms of sale.
- d) Structure of report.
- e) Write any five barriers of communication.

