

Seat No.	
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B.B.A. (Part - I) (Semester - I) Examination, October - 2017**ENGLISH (Paper - I)****Business Communication****Sub. Code : 22925****Day and Date : Friday, 27 - 10 - 2017****Total Marks : 50****Time : 12.00 noon to 02.00 p.m.**

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

Q1) Define the term communication and explain the basic types and forms of communication. **[15]**

OR

What are the salient features of written communication? Write in brief about the advantages and disadvantages of written communication.

Q2) Write short answers of the following (Any Two) : **[2 × 10 = 20]**

- a) What is report? Explain its various types.
- b) What are the barriers of communication?
- c) What are the qualities of good writing?
- d) Draft a letter of enquiry to a dealer 'The Unique Automobiles' about the new two wheeler, which you wish to buy. Imagine necessary details.

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

- a) The common errors in business writing
- b) Importance of non-verbal communication
- c) Your attitude
- d) Importance of business letters
- e) Inter Departmental Communication

