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B.B.A. (Part - I) (Semester - I) Examination, April - 2015**BUSINESS COMMUNICATION (Paper - I)****Sub. Code : 22925**

Day and Date : Friday, 10- 04 - 2015

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 write the process of communication. [15]

OR

Mention the basic types of communication used by organizations to carry out their business.

Q2) Answer in brief: (any 2) [20]

- Explain forms of communication in detail.
- What are the barriers of communication ?
- What are the 7C's of good writing ?
- Explain the need and importance of communication skills ?

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

- Body language.
- Characteristics of face to face communication.
- Importance of listening.
- Eye contact.
- Memorandum.

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