

SA - 502

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B.B.A. (Part - I) (Semester - I) Examination, April - 2018

BUSINESS COMMUNICATION (Paper - I)

Sub. Code : 22925

Day and Date : Friday, 20 - 04 - 2018

Total Marks : 50

Time : 03.00 p.m. to 05.00 p.m.

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

Q1) a) Define communication and write in detail the process of communication. [15]

OR

b) Why is communication said to be a social activity?

Q2) Write answers in short: (any two) [20]

- a) Explain in detail the basic types of communication (Reading, writing, speaking, listening)
- b) What are the barriers in communication process?
- c) What are the qualities of good writing?
- d) Explain the importance of non - verbal communication

Q3) Write short notes on (any three) [15]

- a) You Attitude
- b) Facial Expressions
- c) Dress code
- d) Ways of overcoming barriers in communication

