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B.B.A. (Part - I) (Semester - I) Examination, 2013

BUSINESS COMMUNICATION (Paper - I)

Sub. Code : 22925

Day and Date : Friday, 05 - 04 - 2013

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) What is Communication? Mention the basic types of communication and also explain the need and importance of communication skills in real life situations.

[15]

OR

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

Q2) Answer the following questions in short (Any Two): [20]

- a) What is the importance of Business Letters in the modern world?
- b) What is meant by barriers to communication? What are they and why do they occur?
- c) What is the process of formal written communication?
- d) What is report? Explain its various types and importance in the business world.

Q3) Write short notes on Any Three of the following: [15]

- a) Inter Departmental Communication.
- b) The qualities of Good Writing.
- c) You Attitude.
- d) The principles of effective business communication.
- e) Non-Verbal Communication.

