

Seat No.	
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B.B.A. (Part - I) (Semester - I)
Examination, November - 2016
BUSINESS COMMUNICATION (Paper - I)
Sub. Code : 22925

Day and Date : Friday, 11 - 11 - 2016
Time : 12.00 noon to 2.00 p.m.

Total Marks : 50

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

Q1) Define communication and explain in detail the need and importance of communication skills. **[15]**

OR

What are the prominent 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 are the barriers of communication?
- b) Define report and explain its various types, importance and purpose of each type.
- c) Write in detail the process of communication.
- d) Write a letter of enquiry to New India Electronics Company Ltd. Mumbai regarding the supply of Computers, Printers and L.C.D. Projectors for an educational institution. Imagine the necessary details.

Q3) Write Short Notes on any three of the following: **[3 × 5 = 15]**

- a) Non-verbal communication.
- b) Your attitude.
- c) Common Errors in business writing.
- d) Office circulars.
- e) Qualities of good writing.

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