

Roll No. : .....

Total No. of Questions : 9 ] [ Total No. of Pages : 3

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**B.B.A. 1st Semester**  
**Examination, March-2021**  
(New Scheme 2014-17)

**BUSINESS COMMUNICATION**

Paper-BBAN-105

*Time : Three Hours ]*

*[ Maximum Marks : 80*

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

**Note :-** The question paper is divided into two Sections. Section-A comprises 8 short answer type questions (carrying 2 marks each) which is compulsory and should not exceed 50 words normally. Section-B comprises eight questions (2 from each unit) the students will be required to attempt *four* questions selecting *one* question from each Unit. All questions carry equal marks.

### Section-A

1. Short answer type questions :

- (a) What are the role of listening in Business Communications ?
- (b) Enlist different characteristics of teleconferencing.
- (c) What are the advantages of lateral communications ?
- (d) Define E-correspondence.
- (e) What are different types of sales messages ?
- (f) What is the role of body language in communications ?
- (g) Enlist the activities in speech preparations.
- (h) Define voice modulation.

### Section-B

#### Unit-I

2. What are the essentials of Business Communication ? Explain the role of communication skills in business.
3. What are different barriers to communication ? Explain.

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### Unit-II

4. Enumerate the listening and speaking skills with suitable example.
5. What are different strategies to be adopted for overcoming the barriers in addressing the business delegates ? Explain.

### Unit-III

6. What is an art of writing business letters ? Discuss.
7. Write an e-mail to the director to buy computers to provide e-library facilities to students.

### Unit-IV

8. Enumerate the structure of writing the project report with suitable example.
9. Discuss in detail about the plans and mode of delivery presentations.

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