

Roll No. ....

**OLE-57505**

**BBA 1st Semester (N.S.) 2014-17  
Examination – April, 2021**

**BUSINESS COMMUNICATION**

**Paper : BBAN-105**

*Time : Three Hours ]*

*[ Maximum Marks : 80*

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*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.*

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**Note :** Attempt *five* questions in all, selecting *one* question from each Unit. Question No. 1 is *compulsory*. All questions carry equal marks.

**1.** Answer the following questions :

- (a) Define Decoding.
- (b) Describe grapevine.
- (c) Discuss the role of communication skills in business.
- (d) What is body language ?
- (e) What is a memo ?

- (f) What are the types of formal letters ?
- (g) What are minutes of the meetings ?
- (h) What is the importance of reports in businesses ?

### **UNIT – I**

- 2. What do you understand by business communication ?  
Discuss the formal and informal channels of communication.
- 3. What are the various barriers to communication and what is the process to overcome the barriers to communication.

### **UNIT – II**

- 4. What is body language ? What is the relevance of body language in official communication ?
- 5. What is the difference between hearing and listening ?  
What is the role of effective listening in business environment ?

### **UNIT – III**

- 6. Write short notes on :
  - (a) Sales Letter
  - (b) Circulars and their importance

7. What is the relevance of business letters in organizations ? Discuss the layout of business letter.

#### **UNIT – IV**

8. What is a business report ? Why are reports important in organizations ?
9. Write short notes on :
- (a) Agenda
  - (b) Brochure
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