

Roll No. ....

**57505**

**BBA 1st Semester (New Scheme)  
Examination – December, 2022**

**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 :** Section-A contains eight short answer type questions of 2 marks each and is **compulsory**. Section-B attempt *four* questions in all, selecting **one** question from each Unit. All questions carry equal marks.

**SECTION – A**

**1.** Explain the following :

- (a) Verbal communication
- (b) Personal barrier
- (c) Sales letter

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- (d) Memo
- (e) Minutes of meeting
- (f) Annual report
- (g) Listening
- (h) Body Language

**SECTION - B**

**UNIT - I**

- 2. Explain the concept of communication. Discuss the role and objectives of communication in business.
- 3. Maintaining a proper communication network is must for every organization. Explain in detail.

**UNIT - II**

- 4. Define effective listening. Explain the importance of effective listening. Explain barriers to listening in an organization.
- 5. Explain the concept of voice modulation. Discuss the importance of voice modulation in communication.

**UNIT - III**

- 6. What is written communication ? Discuss the importance of written communication in business.

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- 7. Define business letters and the purpose of writing business letters. Also explain types of business letters.

**UNIT - IV**

- 8. Define business reports. Explain the types of business reports.
- 9. What is meeting and types of meeting ? How do you record minutes of a meeting ?

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