

BBA-204

Business Communication

Bachelor of Business Administration

(BBA-10/11/12/16/17)

2nd Semester Examination 2019

Time : 3 Hrs

Maximum Marks : 80

Note : This paper is of Eighty (80) marks divided into three (03) sections A,B and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section –A

(Long Answer Type Questions)

Note :Section 'A' contains four (04) long answer type questions of nineteen (19) marks each.Learner are required to answer any two (2)questions only.

(2 x 19 = 38)

1. Explain the process of communication in detail. discuss the requirements for effective communication.
2. What is verbal & Non-verbal communication? Explain classification of non-verbal communication in detail with their advantages & disadvantages.

3. what is the relevance of conference in business? Explain planning & process of problem solving confereces.
4. What are the different modes of communication ? what different considerations are taken into account for choice of medium?

Section – B
(Short- answer- type questions)

Note : Section 'B' contains eight (8) short answer type questions of Eight (8) marks each. Learner are required to answer any 04 questions only. (4 x 8 =32)

Explain any four of the following

1. Channels & role of Audio-visual communication.
2. Group discission
3. Graphical communication its merits
4. Characteristics of effective advertisement
5. Tools of public relations
6. Importance of body language in interviews.
7. Minutes of meeting & its essential points.
8. Structure of business report.

Section –C
(Objective-type questions)

Note : Section 'C' contains ten (10) objective type questions of one (01) mark each. All questions of this section are compulsory. (10 x 1 = 10)

Indicate whether the following are True or False:

1. Paralanguage is concerned with the manner in which a speaker conveys his meaning through words.
2. Sign language complements verbal communication.
3. An Interview is basically a meeting for obtaining information by questioning a person.
4. Seminar, conferences & exhibitions are examples of external public relations.
5. Effective communication can be attained even in the presence of noise.
6. Selative perception is a sender level barrier in a communication process.
7. Circulars & orders are types of information business letters.
8. A report is an objective statement describing a state of affairs or what has happened.

9. Communication among the members of same work group at same level is called instructional communication.
10. Video conferences & face-to-face conversations are highly rich channels (i.e handling multiple uses simultaneously, provide rapid feedback & very personal) for communication.
