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(20112)

Roll No.

BBA – I Sem.

NP – 3039

B.B.A. Examination, Dec. 2011

Business Communication

(BBA-102)

(Old Course - I)

Time: Three Hours]

[Maximum Marks : 75

Note: Attempt all the Sections as per directions.

Section – A

(Very Short Answer Questions)

Note : Attempt all five questions. Each question carries

three marks. Very short answer is required not exceeding 75 words. 5×3

1. Communication in an organization takes three main forms. What are they?
2. Write down "Ten Commandments" of effective Communication.

P.T.O.

3. What is "Pride Model" in effective Communication. Who developed this Model.
4. Write brief note on Meta Communication and filtering regarding technical aspects in Communication barriers.
5. Describe the formation factors of Attitude?

Section – B

(Short Answer Questions)

Note: Attempt any two questions out of the following three questions. Each question carries 7½ marks. Short answers required not exceeding 200 words.

6. Discuss the general and specific purpose of a presentation?
7. What are the three interrelated factors that define the Writer-Reader relationship, when planning a Communication?
8. Why are certain messages disorganized? Can you list the faults?

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Section – C
(Detailed Answer Questions)

Note: Attempt any **three** questions out of the following **five** questions. Each question carries 15 marks

Answer is required in detail. 3×15

9. Answer the following : 5+5+5

- (a) Four Components of a memo
- (b) Three types of analytical reports
- (c) Two types of informational reports

10. What is E-Commerce? Describe the process and advantages of E-Commerce. Explain in detail types of E-Commerce and give their merits. 3+6+6

11. Write notes on the use of following in business communication : 4+3½+4+3½

- (a) Groupware
- (b) CD-Rom Database
- (c) Faxes
- (d) Voice Mail

12. What do you mean by resume? Discuss the components of an effective resume and narrate the emerging trends in preparation of resumes?

3+6+6

13. Explain the following categories of introduction of a presentation: 5+5+5

- (a) Orientation
- (b) Motivation
- (c) Rapport