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Roll No. ....

BBA-I Sem.

**NP-3039****B. B. A. Examination, Dec. 2014****Business Communication****(BBA-102)****(Old Course-I)***Time : Three Hours]**[Maximum Marks : 75**Note : Attempt question from all Sections as per instructions.***Section-A****(Very Short Answer Questions)**

Attempt all *Five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. 3×5=15

1. HAS communication any scope.
2. How should the order letter be drafted ?
3. Define sign language.

4. What are the advantages of E-mail ?
5. What is a page break ?

**Section-B****(Short Answer Questions)**

Attempt any two questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.  $7\frac{1}{2} \times 2 = 15$

6. What is the importance of Communication in Business World ?
7. What are the Guidelines to conduct an effective interview ?
8. What is effective written listening ?

**Section-C****(Detailed Answer Questions)**

Attempt any *three* questions out of the following five questions. Each questions carries 15 marks. Answer is required in detail. 15×3=45

(3)

9. Explain the following categories of introduction of a Presentation: 5+5+5
- (a) Orientation
  - (b) Motivation
  - (c) Report.
10. Write a note on Barriers of communication and its improvement. 15
11. Write short notes on the following:  $7\frac{1}{2} \times 2$
- (a) Sales presentation
  - (b) Training Presentation.
12. Define listening. What are the principles of effective listening. Enumerate the elements of effective listening.
13. What is E-mail protocol ? Write advantages and disadvantages of E-mail.