

(20113)

Roll No.

(2)

B. B. A.-I Sem.

O-3039

B. B. A. Examination, Dec. 2012

Business Communication

(BBA-102)

(Old Course-II)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt any Five questions. All questions carry equal marks.

1. What is communication barriers and explain its causes ? How does it affect the communication process. Also explain various measures to overcome the communication barriers. 6+4+5
2. What do you mean by communication model ? Explain all the models in detail. 5+10

3. Explain formal and informal communication. How can you decide the dimensions of communication channels? 7+8
4. What is the meaning of attitude ? Classify the types of attitude and explain its formation factors? 5+10
5. Describe the guidelines of effective interview and explain the different types of interview in detail. 6+9
6. (a) What are the three interrelated factors that define the writer-reader relationship, when planning a communication? 8
(b) List four occasion-based factors you should consider when planning your documents for your readers. 7
7. What do you mean by Verbal Communication ? Explain various types of Verbal Communication. Classify the principles of oral presentation. 5+5+5

O-3039

(3)

8. "Kinesics plays a very important role in communication."
Discuss and explain the merits and demerits of body-
language. Also discuss its types. 5+5+5

9. Explain the various elements in planning short reports
and also describe the different steps in planning
formal reports. 7+8

10. How does SMS plays an important role in
to-day's communication ? Why internet and intranet
has become inseparable part of business
communication? 6+9