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(20112)

Roll No. ....

BBA – I Sem.

**O3039**

**B.B.A. Examination, Dec. 2011**

**Business Communication**

**(BBA-102)**

**(Old Course II)**

*Time: Three Hours ]*

*[ Maximum Marks : 75*

**Note:** Answer any **five** questions. All questions carry equal marks.

1. Explain the following issues related to Communication with electronic technology : 3.75×4

(a) Information Flow

(b) Technostress

(c) Corporate Website

(d) Organizational Structure

2. Explain the different types of software used in

business communication. Discuss the three type of

E-Commerce.

9+6

3. What are the important points to remember while

writing positive messages? Explain various types of

"positive replies" and their salient features.

6+9

4. Explain the reason for a well organised business

message? Why are Certain messages disorganized?

Can you lists the faults?

5+5+5

5. Describe objectives, elements and nature of

communication.

5+5+5

6. What do you understand by Symbiotic Interactionism?

Discuss the importance and influencing factors of

Symbiotic Interactionism.

5+10

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7. Write an essay on the principles of communication. 15
8. "Group decisions are not always Good". Comment.  
Discuss the various techniques of Group decision-making. 6+9
9. Write notes on the following : 3×5
- (a) Objectives of Written Communication.
  - (b) Structure of Written Communication.
  - (c) Readability.
  - (d) Mechanical Soundness.
  - (e) Tactfulness.
10. (a) How would you plan your career path?
- (b) Describe the following with their functions :
- (i) Job-enquiry letter;
  - (ii) Solicited letter;

- (iii) Portfolio
- (iv) Application form
- (v) Follow-up letter.