

18081

BBA Examination, June-2023  
BUSINESS COMMUNICATION  
(BBA-202)  
(New Course)

Time : 3 Hours]

[Maximum Marks : 75

Note : Attempt questions from *all* the sections as per instructions.

Section-A

(Very Short Answer Questions)

Note : Attempt *all* the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.  $5 \times 3 = 15$

1. What do you mean by 'encoding' and 'decoding' ?
2. What are the different kinds of presentations ?
3. What is precis-writing ?
4. What do you mean by physical barriers ?
5. What is oral presentation ?

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Section-B

( Short Answer Questions)

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

6. "Para Language is closed to non-verbal communication." Explain.
7. What do you mean by 'Communication Process'?
8. Differentiate between good and bad letters.

Section-C

( Long Answer Questions)

Note : Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.  $3 \times 15 = 30$

9. What is Business Communication ? Explain the principles of effective Communication.
10. What are the common barriers in Communication ? How do you overcome these barriers ?

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11. Write a specimen 'Dunning Letter' to your customers for payment.
12. "One should feed, water and cultivate the grapevine, rather than curb its growth." Discuss.
13. What do you mean by 'International Communication'? Write and present an imaginary international situation.