

FD-982

BBA 3rd Semester Examination, Dec.-Jan., 2021-22

Paper - II

Business Communication

Time: Three Hours] [Maximum Marks: 90

[Minimum Pass Marks: 32

Note: Answer **all** questions. All questions carry equal

marks.

Unit-I

1. What do you mean by Communication? Discuss the principles of effective communication.

OR

Write short notes on the following:

- (a) Importance of Communication
- (b) Limitations of Communication

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(Turn Over)

Unit-II

2. What is Informal Communication? Explain the advantages and disadvantages of informal communication.

OR

Write short notes on the following:

- (a) Informal Communication
- (b) Grapevine

Unit-III

3. What are the barriers to communication? Explain how to overcome those barriers.

OR

What is Listening? Discuss the principles of effective listening.

Unit-IV

4. Explain the principles and structure of a business letter with an example.

OR

Discuss the report writing. Explain the important principles of writing a report?

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(Continued)

Unit-V

5. What is a Good Resume? Explain the components of an effective resume.

OR

Write short notes on the following:

- (a) Presentation skills
- (b) Interview skills

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