

# ED-982

Bachelor of Business Administration 3rd Semester, Examination, March-April 2021

# 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.** Define Communication. Explain the importance and limitations of communication.

#### OR

Write short notes on the following:

- (a) Communication Models
- (b) Principles of effective communication

**DRG\_141\_**(3)

(Turn Over)

#### **Unit-II**

**2.** Why is formal communication important? Explain the merits and demerits of formal communication.

#### OR

Write short notes on the following:

- (a) Grapevine
- (b) Advantages and disadvantages of informal communication

#### **Unit-III**

**3.** What do you mean by listening skills? Why is it important in communication? Explain the important principles of effective listening.

#### OR

Point out the different non-verbal aspects of communication and explain their merits and demerits.

#### **Unit-IV**

**4.** Explain in detail the different types of letters and draft a sample letter for each.

#### OR

Discuss the successive stages of report writing. What precautions should be kept in mind while drafting a report?

**DRG\_141\_**(3)

(Continued)

(3)

## Unit-V

**5.** What do you mean by interview? What are the skills required to be successful in business interview?

OR

Write short notes on the following:

- (a) Presentation skills
- (b) Resume components