

END TERM EXAMINATION

SECOND SEMESTER [BBA] JULY 2023

Paper Code: BBA-110

Subject: Business Communication

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Write Short notes on **(any three)** **(3x5=15)**
(a) Types of Presentation
(b) Types of Reports
(c) Notice
(d) Agenda
- Q2 "Communication is two-way process". Explain the process of communication? **(15)**
- Q3 Explain the objective and function of business communication? Explain the 7C's of Good Communication. **(15)**
- Q4 Explain the impact of Globalization on Organizational and multicultural communication. **(15)**
- Q5 What are the barriers in cross cultural communication and how can they be overcome? **(15)**
- Q6 Draft an application for the post of Company Secretary and then an appointment letter in a large Public Limited Company? **(15)**
- Q7 Write a letter of complaint to an automobile company complaining about a defect in the vehicle you have bought and seeking appropriate relief. **(15)**
- Q8 What is Report? Discuss the characteristics of a good Report What guidelines should be followed while writing a project report? **(15)**

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SECOND SEMESTER [BBA] JUNE 2024

Paper Code: BBA-110

Subject: Business Communication

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Write a short note on **any four** of the following questions: (4x5=20)
- a) Need for departmental communication
 - b) Need for effective feedback
 - c) Wheel network of communication
 - d) Importance of effective communication
 - e) Types of feedback
 - f) Horizontal vs Diagonal Communication
 - g) Barriers to communication
 - h) Tips for effective report writing
- Q2 What is business communication? What are the different communication types (direction, network etc.) that are found in the business context? (10)
- OR**
- Q3 A significant amount of communication in organizations is oral. Discuss the key elements of professional talking and professional voice. Also, what guidelines should be followed by someone who is in-charge of a meeting. (10)
- Q4 Explain in detail the process of communication. Give an appropriate diagram. (10)
- OR**
- Q5 What do you understand by effective presentation? How to make a presentation effective and engaging? (10)
- Q6 The focus on ethics in business should not be compromised. What ethical and legal considerations affect business communication? (10)
- OR**
- Q7 Elaborate on the principles of effective writing. (10)
- Q8 Write a follow-up letter to the HR of an organization you recently appeared to for a job interview. Using the same explain the parts of a letter. (10)
- OR**
- Q9 What factors to consider when communicating bad-news/negative messages? How are they different from routine and positive messages? (10)

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

SECOND SEMESTER [BBA] APRIL - MAY 2019

Paper Code: BBA-110

Subject: Business Communication

BBA(B&J)-110 (Batch 2017 Onwards)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Explain how can you improve command over spoken and written English? Will effective listening accentuate this learning? (15)
- Q2 Explain various types of communication and its flow in the organization. (15)
- Q3 Differentiate between Etic and Emic approaches to understand different cultures? Which approach according to you is best to communicate effectively? (15)
- Q4 How can presentation be made effective? How a presenter can control boredom during presentation? Should videos be used as part of presentations? Justify. <https://www.ggsipuonline.com> (15)
- Q5 You are applying for the job of Manager Marketing in an organization. Write your resume and application letter for the same. (15)
- Q6 Explain the functions and layout of various types of letters. (15)
- Q7 Differentiate between Circulars, Office Memorandums, and Office Orders while explaining purpose, format, language and tenses used for each of them. (15)
- Q8 Explain the role of technology as a boon and bane for communication. (15)