LJ-242

BBA

3rd Semester Examination, July-Dec., 2020

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 Business Communication. Explain its objectives and limitations.

OR

What do you mean by Communication ? Express the process of communication in detail.

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Unit-II

2. What is Formal communication ? Why it is important ? How is it different from Informal communication ?

OR

What do you mean by Informal communication ? Explain different forms of Informal communication with their advantages and disadvantages.

Unit-III

3. What do you mean by Barriers to communication ? Explain how barriers to communication can be reduced in an organisation.

OR

Point out the different kinds of non-verbal communication and discuss their merits and demerits.

Unit-IV

4. What do you mean by a Report ? Discuss the types of business reports.

OR

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On behalf of your firm, write a letter to Branch Manager, Axis Bank requesting for sanction of a loan to your firm for workimg capital.

Unit-V

5. What is Interview ? What are the skills required to be successful in a business interview ?

OR

What do you mean by Oral presentation ? Explain the principles of an effective oral presentation.

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