GD-982

BBA 3rd Semester
Examination, Dec.-Jan., 2022-23

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. "Communication is the lifeblood of business organizations." Elucidate the statement.

OR

(*a*) Communication is two-way process. Comment on the statement.

(*b*) Throw light on principles of effective communication.

Unit-II

2. What is a communication network ? Explain the various kinds of network of communication.

OR

Explain different types of grapevine. How can business organization make effective use of grapevine ?

Unit-III

3. What is communication barrier ? Briefly explain any three barriers of communication.

OR

How are non-verbal messages communicated ? How can you tell non-verbal communication is effective ? Give some examples.

Unit-IV

4. What is business letter ? How can organization make use of business letters as an effective tool of communication ?

OR

(*a*) What is a report ? Explain the elements of an effective report.

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(*b*) Write a letter to a candidate who has appeared for an interview and has shortlisted to report.

Unit-V

5. Draft a resume and job application letter for the vacancy of marketing manager in TCS, Pune. Construct imaginary details wherever necessary.

OR

(*a*) What do you mean by presentation skills ? Explain the role of audience analysis for effective presentation.

(*b*) What skills should an interviewee have for a success interview session ?

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