DD-982

Bachelor of Business Administration
3rd Semester ATKT 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.

1. Define Communication. Explain its importance and limitation for a business organization.

OR

Name the different models of communication. In your opinion which is the best model of communication process and why ?

2. Why is formal communication important ? Explain its principles and advantages.

OR

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What is corporate communication ? Explain the main channels of corporate communication.

3. What is non-verbal communication ? What are its principles ? Explain the limitations of informal communication.

OR

Write short notes on the following :

(*a*) Organizational barriers to communication

(*b*) Semantic barriers to communication

4. What is business report ? Explain the important contents of an effective business report.

OR

How will you begin a request letter ? Where are the main ideas written in a request letter ?

5. What do you mean by oral presentation ? Explain the principles of communication to be followed while making oral presentation.

OR

What do you understand by employment application ? Explain the contents of the job application.

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