



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

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(Turn Over)

(2)

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 ?

(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
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