

Exam. Code : 105401

Subject Code : 1450

B.B.A. Ist Semester

BUSINESS COMMUNICATION

Paper—BBA-107

Time Allowed—Three Hours] [Maximum Marks—50

Note :— Section A : This section has **TWELVE** questions and students are required to attempt **TEN** questions.

Section B : Consists of **FOUR** questions and students are required to attempt **TWO** questions.

Section C : Consists of **FOUR** questions and students are required to attempt **TWO** questions.

SECTION—A

1. (i) What are conditions for successful communication ?
(ii) Outline seven Cs of communication.
(iii) What is a grapevine ? Discuss implication of communication through grapevine in an organization.
(iv) What is abstracting ? Why is it a barrier to communication ?

- (v) Differentiate between oral and written communication.
- (vi) Outline role of visual aids in presentations.
- (vii) What is business etiquette ?
- (viii) Differentiate between newsletter and a routine letter.
- (ix) What is the structure of a resume ?
- (x) Write the structure of a notice.
- (xi) What is a follow up letter ?
- (xii) What is a call letter ? 1×10=10

SECTION—B

2. Outline the communication process while highlighting the various forms of communication.
3. Differentiate between the following :
- (i) Formal and Informal communication
- (ii) Internal and External communication
4. What are main elements of a presentation ? What steps should a presenter undertake to prepare for the presentation ?
5. What does Good business behavior include ? Does culture influence business etiquette ? Give examples. 2×10=20

SECTION—C

6. Writers of business letters are advised to follow the three steps of successful writing to communicate clearly and accurately. Discuss these three steps in detail.
7. Write a letter to your customer Mr. Naink, about withdrawal of overdraft facility to his company account because of multiple defaults in past six months by the company. Highlight how you will mention this tactfully because the customer is a multi crore client and you need to retain the client. Also this is a temporary withdrawal of facility.
8. Write a follow up letter to the client asking for feedback regarding free service he got for his new Hyundai i20.
9. What are the protocols for corresponding with various stakeholders regarding dividend ? 2×10=20