

**Exam. Code : 105401**  
**Subject Code : 1364**

**Bachelor in Business Administration (BBA) 1<sup>st</sup> Sem.**  
**(Batch 2021-24)**

**BUSINESS COMMUNICATION**

**Paper : BBA-107**

Time Allowed—3 Hours] [Maximum Marks—50

**Note :-** Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The **fifth** question may be attempted from any section. All questions carry equal marks.

**SECTION-A**

1. Outline the communication process while highlighting the various forms of communication.
2. Discuss the barriers to communication. Explain the way of overcoming the barriers in a successful manner.

**SECTION-B**

3. What are main elements of a presentation ? What steps should a presenter undertake to prepare for the presentation ?
4. What does good business behaviour include ? Does culture influence business etiquette ? Give example.

**SECTION-C**

5. Define the following :
  - (a) Business Etiquette.
  - (b) Cross-Cultural Etiquette.
6. Write a letter to a firm expressing your inability to supply the instant geyser manufactured by you.

**SECTION-D**

7. List down any five key principles of business letter writing. Explain the different parts of a business letter.
8. Write a business letter to the debenture holders regarding payment of dividend on Diwali.