

(4)

- (b) Write a letter to a candidate, who had appeared for an interview in your organisation and has been selected, to report and join.
- (c) Suggest some important guidelines for writing a report.

A

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Roll No. _____

MS-3164

B.B.A. (Semester-II) Examination, 2015

BUSINESS COMMUNICATION

(BBA-201)

Time Allowed : Three Hours] [Maximum Marks : 100

Note : Answer five questions in all. Question No.1 is compulsory. In addition attempt one question from each unit.

1. Explain the following in brief: $3 \times 10 = 30$
- (a) 7C's of effective communication,
 - (b) Business Etiquettes,
 - (c) Minutes of a meeting,
 - (d) Proxemics,
 - (e) Linear communication,
 - (f) Communication Process,
 - (g) Office Memorandum,
 - (h) Mal-functions of communication,

(2)

- (i) Merits of written communication,
- (j) Presentation styles of a business letter.

Unit-I

- 2. What is meant by communication? Describe the various types of communication that are prevalent in modern organisation. 10
- 3. (a) "You can play fast and loose with words but it is much more difficult to do with gestures." Comment. 5
- (b) What are the essentials for an effective communication? Explain. 5

Unit-II

- 4. Discuss the importance of listening as an important component of the communication process. What is a effective profile of a good listener. 10
- 5. What is the role of opinion, attitudes and beliefs in making communication effective? Explain with examples. 10

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(3)

Unit-III

- 6. "Oral communication is the most frequently used means of sending messages because it has certain distinct advantages." What are these advantages? Explain in relation to business communication. 10
- 7. (a) Identify and discuss the peculiarities of communication in Indian organisations.5
- (b) Define conflict and discuss its various sources. 5

Unit-IV

- 8. How does a business letter differ from personal letter? What elements constitute the structure of a business letter? Discuss. Give a specimen of a bussiness letter. 10
- 9. Answer any two of the following: 5+5
- (a) What are the necessary steps to be taken before calling a meeting? Discuss.

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P.T.O.