

Roll No.

Total Pages : 2

301304

December 2023

BBA (GEN) - 3rd Semester

Business Communication (BBA-G-304)

Time : 3 Hours

Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Define communication. (1.5)
- (b) What is interpersonal communication? (1.5)
- (c) Define intrapersonal communication? (1.5)
- (d) What is listening? (1.5)
- (e) Define publicity? (1.5)
- (f) What are visual aids? (1.5)
- (g) What is artificial intelligence? (1.5)
- (h) What is a feedback? (1.5)
- (i) What is encoding in communication? (1.5)
- (j) What is decoding in communication? (1.5)

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PART-B

2. (a) What are various barriers in communication. Explain. (10)
- (b) How would you overcome the barriers in communication? (5)
3. (a) What are inter-office memos? (5)
- (b) What are seven Cs of communication? Can a few of the Cs be added to the list? (10)
4. Explain various business etiquettes. What is their importance? (15)
5. (a) What are various types of business letters? (5)
- (b) Explain the role of technology in communication. Quote a few examples. (10)
6. (a) How would you prepare and deliver the presenting using online methods? Explain with examples. (10)
- (b) What is the difference between hearing and listening. Explain. (5)
7. What is group discussion? What is the benefit of this activity? (15)