

Roll No. ....

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**213105**

**Dec. 2018**

**BBA (Gen) 1st Semester**

**PRESENTATION & COMMUNICATION SKILLS-I**

**(BBA/GEN/105)**

**[Time : 3 Hours]**

**[Max. Marks : 75]**

*Instructions :*

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

**PART-A**

1. (a) Explain business communication. (1.5)
- (b) Make a diagram of communication process? (1.5)
- (c) What are needs of business letter writing? (1.5)
- (d) What is agenda? (1.5)
- (e) What is Circular? (1.5)
- (f) Explain body language gestures. (1.5)
- (g) Describe office orders. (1.5)
- (h) Explain the role of case studies in improving analytical skills. (1.5)
- (i) List 7Cs of communication. (1.5)
- (j) Write types of verbal communication. (1.5)

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## **PART-B**

2. (a) Explain the significance of vocabulary building. How can it be improved for effective communication? (10)
- (b) Describe common error in business writing. (5)
3. (a) What are the basic forms of communication? (5)
- (b) Describe the principles of effective communication. (10)
4. Discuss the barriers of communication with suitable examples. (15)
5. Write short notes on :
- (a) Layout of business letter writing. (5)
- (b) What are the objectives of office memorandums? (10)
6. (a) Discuss the aids to correct business writing. (7.5)
- (b) What is the significance of departmental communication? Discuss its three types in brief. (7.5)
7. Explain body language gestures. How are they important in business and real life? (15)
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