

Roll No. ....

**E-1917**

**Bachelor of Business Administration  
(Third Semester)**

**EXAMINATION, Dec.-Jan., 2020-21**

**(New Course)**

**BUSINESS COMMUNICATION**

**(112)**

*Time : Three Hours ]*

*[ Maximum Marks : 90*

*[ Minimum Pass Marks : 32*

**Note :** Attempt all the *five* questions. All questions carry equal marks.

1. Define the concept of “Business Communication”. Explain the limitations of Communication.

*Or*

Discuss the Communication models and process.

2. What do you mean by Corporate Communication ? Discuss the steps of Corporate Communication.

*Or*

What do you mean by Communication Network ? Explain the different types of Communication Network.

**P. T. O.**

3. What is meant by Barriers to Communication ? How and why do they occur ?

*Or*

What are the problems of Cross-Cultural Communication ?

4. What do you mean by effective listening ? Discuss the principles of effective listening.

*Or*

Discuss the advantages of the different forms of layout. Which form would you select for letters to be sent out by your office ? Give reasons for your choice.

5. What preparation does the interviewer have to make for an interview ?

*Or*

- (a) Draft replies to the advertisement “Wanted from 1st of June, for English medium school, trained lady teachers with B.B.A., B.Ed. Preference will be given to higher qualified and experienced teachers. Post-2, Age below-35.”
- (b) Write short note on Oral presentation and Interviewing skill.