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F-1912

**BACHELOR OF BUSINESS
ADMINISTRATION
(THIRD SEMESTER)
EXAMINATION, Dec. - Jan., 2021-22
(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 Business Communication. Discuss the importance and limitations of it in a business organisation.

OR

Business Communication is referred as “life - blood” of an organisation. Discuss how far it is responsible for creating understanding and what principles should be followed to make it more effective.

2. What is corporate Communication? Discuss the types of communication network.

[2]

Or

What is Grapevine? Discuss the advantages and disadvantages of grapevine in the workplace.

3. What are barriers to communication? Suggest remedial solutions for each type of barrier with examples.

Or

“Effective listening enhances the quality of communication.” Discuss upon the statement and highlight what principles should be followed to make it more effective.

4. Discuss the concept of report writing in business. What are the components of a good business report?

Or

Discuss the various type of business letter.

5. Write short note on any two of the following:

- (A) Essentials of Oral presentation.
- (B) Preparation for an Interview.
- (C) Format of a good resume.
- (D) Elements of letter of application.

P.T.O.

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