

Total No. of Questions : 4]

SEAT No. :

P2149

[Total No. of Pages : 2

[5804]-102

First Year B.B.A. (I.B.)

BUSINESS COMMUNICATION SKILLS (102)

(2019 Pattern) (CBCS) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Attempt all questions.*
- 2) *Figures to the right side indicate full marks.*

Q1) A) Fill in the blanks :

[5 × 1 = 5]

- a) Communication _____ has changed the way the world conduct business.
- i) Technology ii) Trading
- iii) Telephone iv) Controlling
- b) Voice mail is a _____ based system.
- i) Computer ii) Communication
- iii) Customer iv) High speed
- c) An _____ report can be denied at any time.
- i) Written ii) Special
- iii) Informal iv) Oral
- d) Physical barriers to communication are
- i) Interpretation of words ii) Denotations
- iii) Time and distance iv) Connotations.
- e) The qualities of good business letter is collectively called as _____.
- i) P's of communication ii) T's of communication
- iii) C's of communication iv) W's of communication

P.T.O.

B) Match the following : [5]

- | Set A | Set B |
|---|------------------|
| i) Conciseness of Message | a) Dale |
| ii) Chronemics | b) Brevity |
| iii) Useful in letter for quick reference | c) Time |
| iv) Feature of communication | d) Informal |
| v) Grapevine | e) Meaning based |

Q2) What are the Barriers in communication? [10]

OR

Explain different types of Business letters.

Q3) What are the causes for Breakdown of Oral Communication? [10]

OR

What are the advantages of Voicemail.

Q4) Write short notes on any four : [4 × 5 = 20]

- Need for effective communication
- 7 C's of communication
- Forms of written communication
- Sales letter
- E-mails
- Sign language

