

Total No. of Questions : 4]

SEAT No. :

PA-1892

[Total No. of Pages : 2

[5953]-102

B.B.A.

102 : BUSINESS COMMUNICATION SKILLS

(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Write answers in 20 words (Any 5) :

[10]

- a) Salutation means _____.
- b) Methods of downward communication.
- c) Essentials of effective communication.
- d) Limitations of oral communication.
- e) Grapevine communication means _____.
- f) Advantages of tele-conferencing are _____.
- g) Limitations of voice mail are _____.

Q2) Letter writing (Any three) :

[15]

- a) Write Enquiry letter about the price and time of delivery for the office furniture.
- b) Draft a letter asking for credit and giving references.
- c) Write complaint letter to Raj Electronics, Green Park, Mumbai, about receipt of wrong goods.
- d) Draft a sales letter to promote Air Conditioner.

P.T.O.

Q3) Write answer (Any 1) :

[10]

- a) Explain in detail the components and layout of business letter.
- b) What are the Barriers in Communication? How will you overcome the barriers in Communication?

Q4) Write Short Notes (Any three) :

[15]

- a) Demerits of informal communication.
- b) Advantages of Body Language.
- c) Need of oral communication.
- d) Complimentary close
- e) Email

□□□