

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5362]-102

B.B.A. (First Semester) EXAMINATION, 2018

BUSINESS COMMUNICATION SKILLS (102)

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

***N.B.* :— (i) Solve any 5 questions.**

(ii) *All* questions carry equal marks.

1. Define communication and write a note on formal and informal communication with example.
2. Explain the impact of technological revolutions on business communication.
3. “An application letter is a sales letter.” Discuss.
4. What is meant by ‘Minutes’ of a meeting ? What are the guidelines often suggested for drafting minutes of meeting ?
5. Your firm is planning to announce for the annual stock clearance sale. Write a circular letter.

P.T.O.

6. Explain the various parts of a report. Describe the elements to the Main Body or Text of a report.
7. Write short notes on (any *four* — 4 marks each) :
- (1) Importance of oral communication
 - (2) Press Conference
 - (3) Rumour
 - (4) Bad listening Habits
 - (5) Barriers to communication.