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B.B.A. (First Semester) EXAMINATION, 2017

102 : BUSINESS COMMUNICATION SKILLS

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) *All questions are compulsory.*

(ii) *Draw figures or diagrams wherever necessary.*

(iii) *Figures to the right indicate full marks.*

1. What do you mean by Communication ? Explain the communication process in detail. [15]

Or

What are objectives and importance of communication ? Explain in brief.

2. What is paralinguistic communication ? Explain its advantages and disadvantages. [15]

Or

Define Silent Communication. Write a note on Body Language and Proximity.

3. Distinguish between Oral and Written Communication. [15]

Or

Write an application letter for employment and draft a resume to Apple Bees Ltd. Solapur for the post Marketing Executive.

P.T.O.

4. Define art of listening. Explain the barriers of listening. [15]

Or

Explain lay out and components of business letter in detail.

5. Write short notes on (any *four*) : [20]

- (a) Fax
- (b) Phone Etiquettes
- (c) Press Conference
- (d) Agenda
- (e) Voice Mail
- (f) Group Discussion.