

S.D.E.
B.B.A. (2006 Course) Sem-V : SUMMER - 2019
SUBJECT : BUSINESS COMMUNICATION

Day : Tuesday
Date : 07/05/2019

Time : 02.00 PM TO 05.00 PM
Max. Marks : 80

S-2019-4917

N.B.

- 1) Attempt any **FIVE** questions from Section-I and any **TWO** questions from Section-II.
- 2) Both the sections should be written in **SAME** answer books.
- 3) Figures to the **RIGHT** indicate full marks.

SECTION-I

- Q.1.** List and explain the objectives of communication. (10)
- Q.2.** Define verbal communication. What are the measures to be taken for effective verbal communication? (10)
- Q.3.** Elaborate the significance of speaking skills. Write the guidelines for writing a speech. (10)
- Q.4.** Explain the do's and don'ts for designing a presentation. (10)
- Q.5.** Describe the features and importance of written communication. (10)
- Q.6.** State and explain the seven C's of communication. (10)
- Q.7.** Write short notes on **ANY TWO**: (10)
- a) Listening barriers
 - b) Non-verbal communication
 - c) Qualities of a skill full presenter.

SECTION-II

- Q.8.** Amazon has delivered a packet to your residence. The product is not according to the specifications given on the website. Write an inquiry letter to Amazon for the explanation and return of that packet. (15)
- Q.9.** Applications are invited for the post of Assistant Manager in the accounts department. Write a covering letter with a resume attached for the advertisement dated 31/08/2017 in Times of India. (15)
- Q.10.** Your company has organized an event on the occasion of Diwali festival. As the HR head of the company write a Notice inviting all the employees for this event. (15)

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