

# END TERM EXAMINATION

SECOND SEMESTER [BBA] JUNE 2024

Paper Code: BBA-110

Subject: Business Communication

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Write a short note on **any four** of the following questions: (4x5=20)
- a) Need for departmental communication
  - b) Need for effective feedback
  - c) Wheel network of communication
  - d) Importance of effective communication
  - e) Types of feedback
  - f) Horizontal vs Diagonal Communication
  - g) Barriers to communication
  - h) Tips for effective report writing
- Q2 What is business communication? What are the different communication types (direction, network etc.) that are found in the business context? (10)
- OR**
- Q3 A significant amount of communication in organizations is oral. Discuss the key elements of professional talking and professional voice. Also, what guidelines should be followed by someone who is in-charge of a meeting. (10)
- Q4 Explain in detail the process of communication. Give an appropriate diagram. (10)
- OR**
- Q5 What do you understand by effective presentation? How to make a presentation effective and engaging? (10)
- Q6 The focus on ethics in business should not be compromised. What ethical and legal considerations affect business communication? (10)
- OR**
- Q7 Elaborate on the principles of effective writing. (10)
- Q8 Write a follow-up letter to the HR of an organization you recently appeared to for a job interview. Using the same explain the parts of a letter. (10)
- OR**
- Q9 What factors to consider when communicating bad-news/negative messages? How are they different from routine and positive messages? (10)

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