

Punjab Technical University
BBA Examination 2006-2007

BBA (104) (Old)(Semester . - 1st) BASIC BUSINESS COMMUNICATION 2007

Time : 03 Hours Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is Compulsory.**
- 2) Attempt any Nine questions from Section - B.**

Section - A

Q1) (15 × 2 = 30)

- a) Define diagonal communication.
 - b) What is coherence?
 - c) Differentiate both not taking & note making.
 - d) Define proposals.
 - e) Define projective listening.
 - f) Define oral presentation.
 - g) Enlist various types of business letters.
 - h) What is the significance of feed back in communication?
 - i) What is listening?
 - j) What do you mean by no-verbal aspect of communication?
 - k) Define audio-visual aids.
 - l) Define memo.
 - m) What is grapevine?
 - n) Draw communication process model.
 - o) Define ombudsperson.
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Section - B

(9 × 5 = 45)

- Q2) Define communication & explain its characteristics.
- Q3) Describe various media of communication & also write their merits & demerits.
- Q4) Explain formal communication network.
- Q5) Explain the process of communication.
- Q6) Explain the importance of communication in social & commercial world.
- Q7) What is 7cs concept of effective communication.
- Q8) Explain the significance of posture in communication.
- Q9) How audio-visual aids helps in making communication.
- Q10) What are the important kinds of business letters?
- Q11) What is personal resume? What is its significance in business writing?
- Q12) Explain the Principles of effective listening.
- Q13) How can use overcome the barriers to communication?