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B. B. A. (Semester - I) Examination - 2009

BUSINESS COMMUNICATION SKILLS

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) All questions are compulsory.*
 - (2) Figures to the right indicate full marks.*
 - (3) Draw figures wherever required.*
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Q.1) Explain various barriers to Listening. [15]

OR

Q.1) Explain five important elements in the Process of Communication. [15]

Q.2) Explain structure and layout of a Business Letter. [15]

OR

Q.2) Write a job application letter alongwith resume to Intern Technology Ltd., for the post of Personnel Manager. [15]

Q.3) What is Circular Letter ? Write a circular letter informing about seasonal sale to the potential customers. [15]

OR

Q.3) Enumerate objectives of Group Discussion. [15]

Q.4) What is Memo ? Draft a memo to your employee, seeking explanation for frequent late marks. [15]

OR

Q.4) Explain in detail essential components of structure of a Formal Report. [15]

Q.5) Write short notes : (Any Four)

[20]

- (a) Written Communication
 - (b) Grapevine
 - (c) Importance of Meetings
 - (d) Body Language
 - (e) Customer Care
 - (f) Do's of Public Relations
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