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B. B. A. (Semester - I) Examination - 2010

BUSINESS COMMUNICATION SKILLS

(New 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.*

Q.1) Give distinct features of Communication. Explain Elements of Communication Process. [15]

OR

Q.1) “Pen is mightier than Sword”. Explain this statement, elaborating the strengths of Written Communication. [15]

Q.2) “The main purpose of a Sales Letter is to convert reader into a customer”. How is this purpose achieved ? As a Sales Officer of a company, write a letter to housewives to promote sale of an electric milk boiler that it has recently manufactured. [15]

OR

Q.2) A successful job application is the first step to one’s career. Elaborate this statement and apply for the post of Account Officer in ARB Software Solutions. [15]

Q.3) What do you understand by Group Discussion ? What are the objectives ? How we can improve our performance in Group Discussions ? [15]

OR

Q.3) What care should be taken while drafting a Complaint Letter ? The Office Manager of a company has asked you to replace a lot of 30 typewriters he purchased from you ten days ago. Draft a suitable reply, refusing replacement but suggesting an alternative which you think will satisfy him. [15]

Q.4) Enumerate importance of Reports. Elaborate characteristics of a Good Business Report. [15]

OR

Q.4) “A cry of agony is more powerful than the tale of woe”. Elaborate this statement in the context of Non-verbal Communication. State positive and negative gestures in Non-verbal Communication. [15]

Q.5) Write short notes : (**Any Four**) [20]

- (a) Oral Communication
 - (b) Structural Elements of Business Letter
 - (c) Don'ts of Public Relations
 - (d) Negotiations
 - (e) Downward Communication
 - (f) Customer Care
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