

KTM/KS/10/2569

**Bachelor of Business Administration (B.B.A.)
(Part—II) Examination**

Paper—I

EFFECTIVE COMMUNICATION

Time—Three Hours] [Maximum Marks—

N.B. :— (1) Attempt any FIVE questions.
(2) All questions carry equal marks.

1. Define the term 'Communication'. Discuss its basic forms and process. 16
2. Elaborate the important media of communication. Describe the elements of communication process. 16
3. What is complaint letter ? Write a letter of complaint to the Post-master of your area for the non-receipt registered parcel of books sent by the publisher Mumbai. 16
4. Discuss the various aids to correct writing. Point out the different elements of writing effectively.
5. Explain the importance of body language, telephone etiquette, feedback skills and gestures as the business manners.
6. Clarify the meaning and principles of presentation skills as a part of job interview.

DMN—7136

1

680

(Contd.)

7. Describe the advantages and disadvantages of committee meeting. 16
8. Discuss the striking features for a good resume. Explain the construction and use of electronic resume from job seekers viewpoint. 16
9. A committee is appointed by the directors for the present office organisation of the Vidarbha Textiles Ltd. to examine the need to reorganise the office with a view to increase its efficiency. Draft a committee report on office organisation. 16
10. Write notes on (any TWO) :—
 - (a) Barriers to effective communication
 - (b) Types of business letter layout
 - (c) Uses of summarization skills
 - (d) Problems of group communication. 16

DMN—7136

2

681

8050