

Roll No. :

Total No. of Questions : 5] [Total No. of Printed Pages : 3

F010303T(A)



BBA (Sem.-III) (NEP) Examination, 2024-25

(Major)

BUSINESS COMMUNICATION

Time : 1 Hour]

[Maximum Marks : 37.5

Note : 1. Attempt questions from all sections as directed.

2. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

3. "B" copy will not be provided.

Section-A

Note : There are seven questions in this section. Attempt any two questions. Each question carries 6.25 marks.

[2×6.25=12.5]

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(1)

Turn Over

1. (a) Define Communication and its types.
- (b) Define Corporate Communication.
- (c) Define Communication Network.
- (d) Write a note on interview skills.
- (e) Define modern forms of communication.
- (f) Describe effective listening.
- (g) Define group discussion.

Section-B

Note : There are **two** questions in this section. Attempt **any one** question from this section. Each question carries **12.5** marks. [1×12.5=12.5]

2. Define process of Communication. Also define Barriers of Communication.
3. Define merits and demerits of Oral Communication.

Section-C

Note : There are **two** questions in this section. Attempt **any one** question from this section. Each question carries **12.5** marks. [1×12.5=12.5]

4. Define Business Letter. Also draw a layout of Business Letter.
5. Define types of non-verbal communication and its importance in business.

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