

BBA (HONS) 1st Semester Examinations, 2020
Subject- Business Communication (BC)
Paper: BBA-1.2

Full Marks: 80

Time: 3 Hours

Group-A
Answer any six questions

5x6=30

1. Briefly discuss the importance of Business Communication.
2. State and explain any two barriers to communication.
3. Provide a brief write-up on grapevine communication.
4. Distinguish between verbal and non-verbal communication.
5. Explain 'pronouns' and 'adjectives' by providing suitable examples using sentences.
6. Provide the outline of an inter-office memorandum.
7. Explain the importance of feedback in communication.
8. Briefly discuss the use of 'e-mail' in business communication.

Group-B
Answer any five questions

10x5=50

9. Effective communication is a two-way communication-Discuss.
10. Discuss some methods of overcoming barriers to communication.
11. State and discuss the different elements of non-verbal communication.
12. Discuss the networks of communication.
13. Provide guidelines for designing and delivering effective presentation.
14. Provide an overview of modern communication technology used in business communication.
15. Discuss the structure and layout of business letters.