

**BBA(H) (1<sup>st</sup> Semester) Examinations, 2021**

**Subject: Business Communication**

**Paper: BBA-1.2**

**Time-3 Hours**

**Full Marks: 80**

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable*

**Group-A**

**Answer any six questions**

**5x6=30**

1. Briefly discuss the importance of communication in a business organization.
2. Explain any two barriers to effective communication.
3. What do you understand by grapevine communication?
4. Discuss, in brief, the importance of non-verbal communication.
5. Briefly explain the role of feedback in communication.
6. Explain 'nouns' and 'adjectives' by providing suitable examples using sentences.
7. Provide an outline of inter-office memorandum for XYZ organization.
8. Briefly discuss the importance of electronic mail in business communication.

**Group-B**

**Answer any five questions**

**10x5=50**

9. Discuss the process of communication with the help of a suitable diagram.
10. What do you understand by formal network of communication? Discuss the different types of formal communication network.
11. State and explain any five methods of overcoming barriers to communication.
12. Elucidate the different types of non-verbal communication.
13. Provide some guidelines for designing and delivering effective presentation.
14. State and discuss different types of modern communication technology used in a business organization.
15. Discuss the layout of a business letter with the help of a suitable diagram.